Metrocar Funnel Analysis

By Charu Kesarwani

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Introduction

Metrocar is a ride-sharing platform that operates as a user-friendly intermediary connecting riders and drivers through its mobile application. Its customer funnel includes the following stages:

1. App Download: A user downloads the app.

2. Signup: The user creates an account in the app

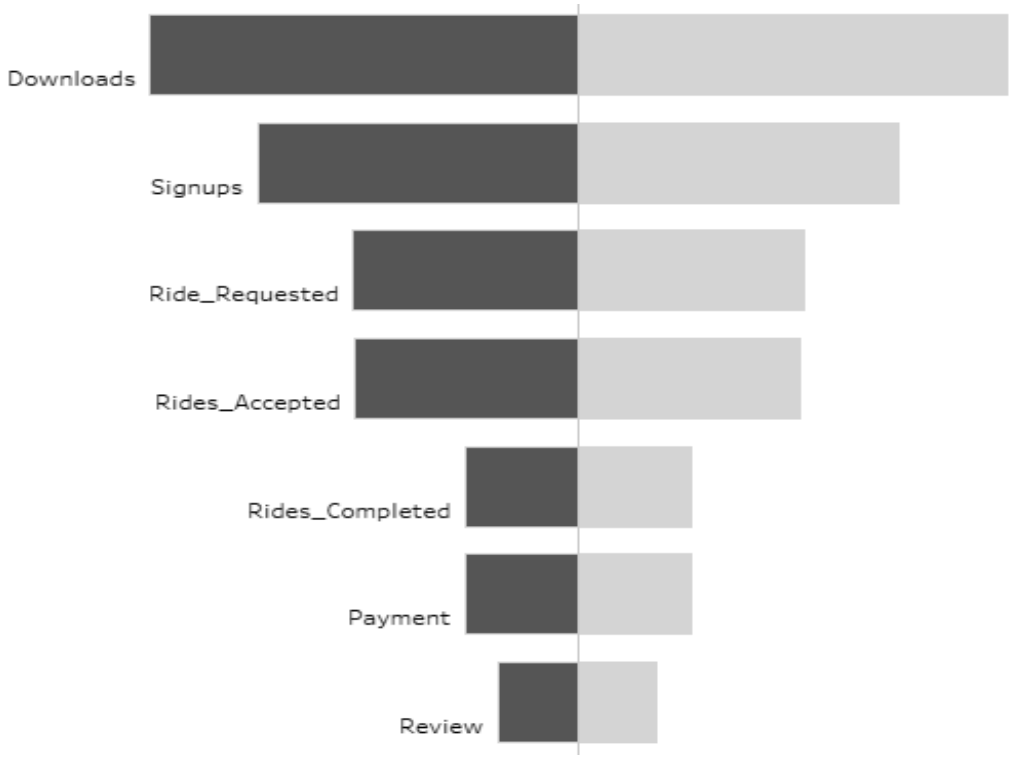
3. Request Ride: The user requests a ride.

4. Driver Acceptance: A nearby driver receives the ride request and accepts the ride.

5. Ride: The driver arrives at the pickup location, and the user gets to ride to their destination.

6. Payment: After the ride, the user is charged automatically through the app.

7. Review: The user is prompted to rate their driver and leave a review of their ride experience.



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Metrocar is focused on optimizing its customer funnel for improved conversion and revenue. This project involves a detailed analysis of each funnel stage, identifying user drop-off points and proposing effective enhancement strategies. Using SQL for data exploration and either Tableau or Google Sheets for visualization, the analysis provides valuable data-driven insights for strategic recommendations and operational improvements. The project underscores the crucial role of funnel analysis in understanding user behaviors, streamlining outcomes, and enhancing the overall user experience.

Business Questions

The analysis directly addressed the following business questions:

1. What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?

2. Metrocar currently supports 3 different platforms: IOS, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?

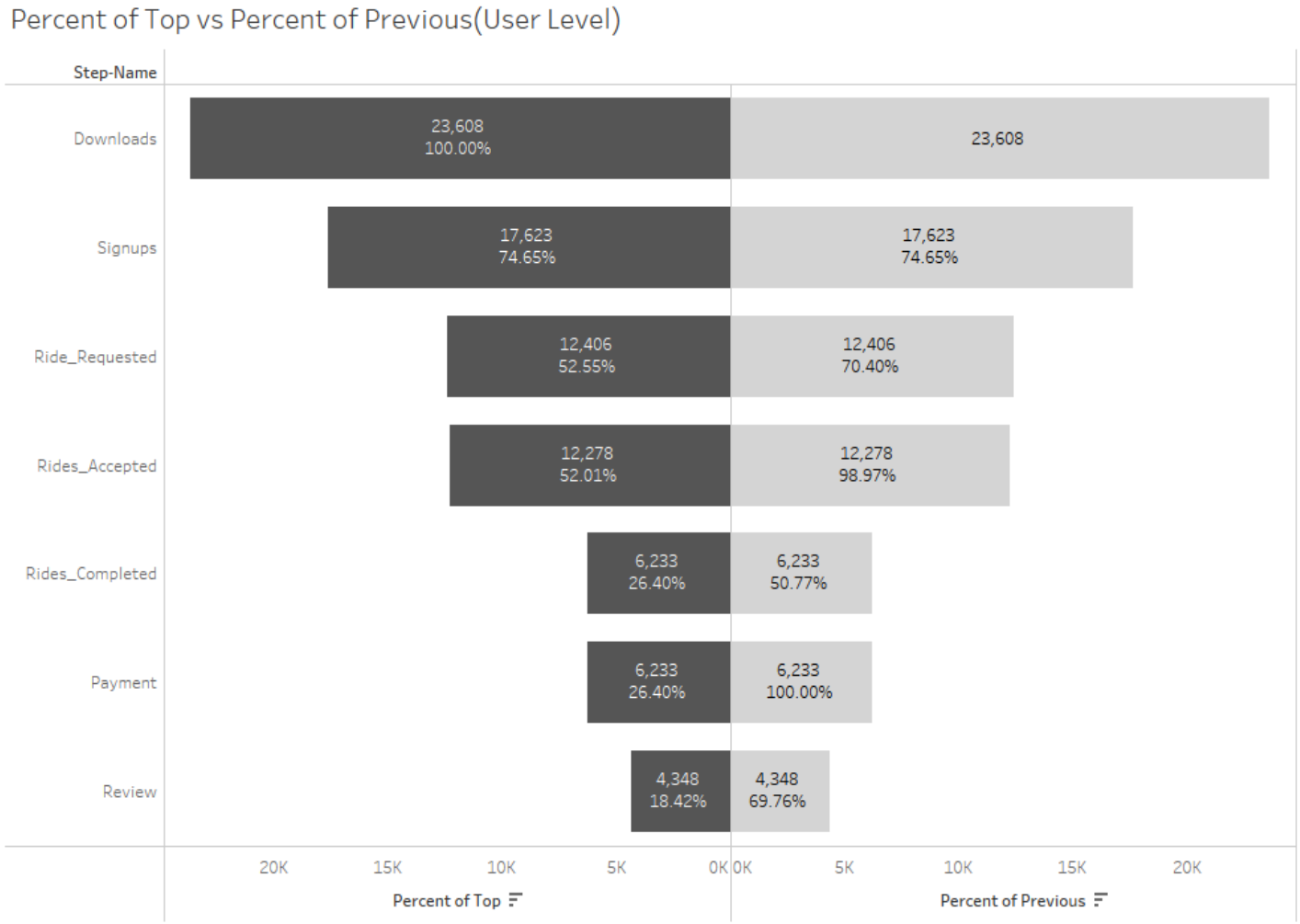
3. What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?

4. Surge pricing is the practice of increasing the price of goods or services when there is the greatest demand for them. If we want to adopt a price-surging strategy, what does the distribution of ride requests look like throughout the day?

5. What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

Funnel Analysis: User Level

To comprehensively understand the user journey within Metrocar's platform, this analysis focuses on the funnel stages, ranging from the initial app download to the final review submission. By meticulously examining the conversion rates and drop-off percentages at each stage of this journey, we aim to identify critical points of transition and potential areas for optimization. This detailed analysis sheds light on user behaviors and decision-making processes, providing valuable insights into user engagement and conversion patterns. The subsequent breakdown of performance metrics at each stage serves as a foundation for proposing actionable strategies aimed at refining and enriching the user experience, ultimately fostering sustained user engagement and business growth.



Download to Signup Stage

During the initial phase, a significant 74.65% of unique users effortlessly transitioned from app download to signup, underscoring an early and robust interest in the Metrocar platform. However, this positive trend was accompanied by a notable 25.35% drop-off rate, representing 5985 users (from a total of 23608 at the download stage), suggesting the presence of potential barriers hindering seamless user progression. With a total of 17623 users at the signup stage, it is imperative for the application design team to adopt proactive measures aimed at enhancing the appeal and user-friendliness of the signup process. This approach might involve a comprehensive refinement of the interface, fostering a more intuitive and seamless user experience. Additionally, introducing personalized onboarding procedures, tailored specifically for users opting not to disclose their age, could significantly contribute to an improved overall conversion rate and heightened user engagement. By implementing these strategic measures, Metrocar aims to create a more inclusive and user-centric platform experience, fostering sustained user engagement and conversion.

Signup to Requested Ride Stage

Upon completing the signup process, a slightly reduced 70.40% of users smoothly transitioned to the stage of requesting a ride, marking a critical stage in the user journey. However, this transition was accompanied by a notable 47.45% drop-off, representing 11202 users (from a total of 23608 at the download stage) from the initial stage. With a total of 12406 users at the ride requested stage, it is imperative for Metrocar to consider the implementation of strategic incentives and promotional campaigns to address this drop-off and encourage a higher rate of ride requests. These initiatives can serve as effective motivational triggers, prompting users to actively engage with the platform and avail themselves of the offered services. Furthermore, personalized promotional offers and exclusive deals tailored to specific user preferences can significantly stimulate ride requests and foster an increased rate of successful conversions. By introducing these targeted strategies, Metrocar aims to create a more compelling and engaging user experience, enhancing overall user satisfaction and encouraging sustained usage of the platform.

Requested Ride to Accepted Ride Stage

Although drivers accepted 98.97% of the ride requests, the significant 47.99% drop-off, representing 11330 users (from a total of 23608 at the download stage), between the requested and accepted ride stage requires careful examination. With a total of 12278 users at the accepted ride stage, analyzing data related to wait times, as well as conducting user surveys to understand the factors contributing to ride cancellations, could significantly enhance the overall user experience. Shortening wait times by optimizing driver allocation algorithms and providing real-time updates to users can help reduce ride cancellations. Additionally, offering incentives or bonuses to drivers who maintain consistently high acceptance rates could help bridge the gap between requested and accepted rides, resulting in increased customer satisfaction and improved service reliability. By prioritizing these enhancements, Metrocar can ensure a smoother and more reliable ride experience for its users, leading to increased user retention and engagement.

Accepted Ride to Completed Ride Stage

The critical drop-off point was observed between accepted and completed rides, with only 50.77% of users completing the ride after their requests were accepted. The significant 73.60% drop-off represents 17375 users (from a total of 23608 at the download stage) who completed the ride after their requests were accepted. With a total of 6233 users at the accepted ride stage, understanding and addressing the underlying reasons behind ride cancellations is crucial for sustained revenue growth. Improving driver reliability, optimizing communication between drivers and users, and enhancing the overall user experience can significantly boost ride completion rates. Implementing features such as real-time driver tracking and proactive notifications to users about driver arrival can help mitigate ride cancellations. Furthermore, incentivizing users with discounts or ride credits for completing their rides and offering additional driver incentives for maintaining high completion rates can foster a more reliable and consistent ride experience. By prioritizing these measures, Metrocar can enhance user satisfaction and loyalty, leading to increased revenue and sustained growth.

Completed Ride to Payment Stage

Addressing technical issues causing payment declines is of utmost importance to ensure seamless payment processing and maximize revenue from completed rides. With a conversion rate of 100% and a drop-off of 73.60% representing 17375 users (from a total of 23608 at the download stage), and a total of 6233 users at the payment stage, it is essential for Metrocar to prioritize the resolution of any technical glitches that might lead to payment failures. Conducting a thorough examination of the payment processing system, identifying potential bottlenecks, and implementing robust solutions to streamline payment procedures are critical steps to reduce the rate of unpaid rides and enhance overall revenue. Additionally, investing in advanced security measures and user-friendly payment interfaces can significantly contribute to a seamless and hassle-free payment experience, fostering user trust and ensuring sustained revenue growth.

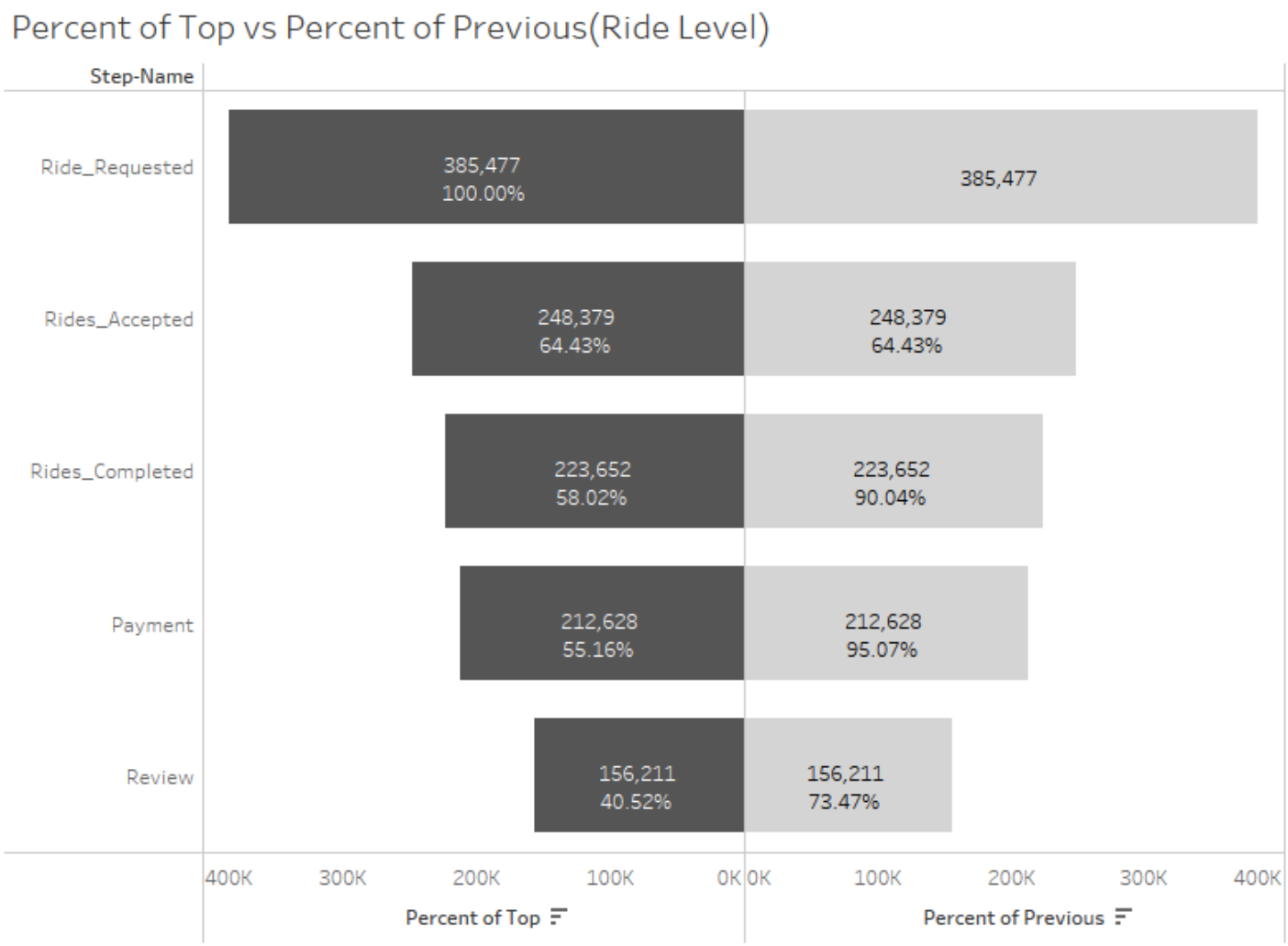
Review Stage

At the review stage, a commendable 69.76% conversion rate and 81.58% drop-off rate represent 19260 users (out of the 23608 users who initially downloaded the application), while 4348 users actively provided valuable feedback, resulting in an average rating of 3.063. To capitalize on this valuable feedback, Metrocar should prioritize the implementation of user-suggested improvements, focusing on areas that directly impact user experience and satisfaction. This could include refining driver training programs to ensure a higher standard of service, streamlining the booking process for a more seamless experience, and introducing loyalty programs or incentives to reward frequent users. By actively incorporating user feedback into operational enhancements, Metrocar can foster a customer-centric approach, building stronger relationships with its user base and establishing a reputation for reliable and customer-focused service.

Moreover, fostering open communication channels with users to acknowledge their feedback and communicate service improvements can contribute to building trust and loyalty. Implementing a responsive customer support system to address user concerns and complaints in a timely and effective manner can significantly enhance the overall user experience. By emphasizing the value of user feedback and actively integrating user suggestions into operational improvements, Metrocar can ensure a more user-friendly and customer-centric platform, leading to increased user retention and continued business growth.

Funnel Analysis: Ride Level

Analyzing the ride-level funnel within Metrocar is crucial in understanding the specific journey that users take from the stage of ride request to the point of review submission. By scrutinizing the conversion rates and drop-off percentages at each of these stages, we can unravel critical insights into user behavior and discern the pivotal factors influencing their decision-making process. This comprehensive analysis provides a detailed exploration of the various stages from ride request to review submission, emphasizing key performance metrics and actionable recommendations to enhance the overall user experience and drive sustained engagement.



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Requested Ride to Accepted Ride Stage

The critical 64.43% conversion rate and 35.57% drop-off, accounting for 137,098 rides (from a total of 385,477 at the ride requested stage) between the requested and accepted ride stage, require careful examination. With only 248,379 rides at the accepted ride stage, this signifies a crucial area needing immediate attention within Metrocar's service. This substantial drop-off could be attributed to various factors, such as extended wait times, inadequate driver availability during peak hours, or suboptimal user experiences during the ride request process

To effectively address this issue, Metrocar should prioritize the optimization of driver availability, particularly during high-demand periods. Implementing strategies to streamline the ride matching system and providing users with more accurate and transparent wait time estimations can significantly enhance the overall ride request experience. Introducing user incentives, such as loyalty programs or rewards for users experiencing longer wait times, can also play a pivotal role in improving user satisfaction and fostering continued engagement with the platform.

Accepted Ride to Completed Ride Stage

The significant 90.04% conversion rate and 41.98% drop-off, accounting for 161,825 rides (from a total of 385,477 at the ride requested stage) between the accepted and completed ride stage, require careful examination. With 223,652 rides at the completed ride stage, it is imperative to identify and address the underlying reasons behind incomplete rides. Enhancing driver training: Providing comprehensive training for drivers on customer service and ride completion procedures can contribute to a more consistent and reliable ride experience for users. Additionally, implementing post-ride surveys: By sending users surveys after completed rides, Metrocar can gather specific feedback on user experiences, enabling the identification of pain points and areas for improvement. These strategies can collectively contribute to a more seamless and reliable ride experience, fostering increased user satisfaction and continued engagement with the Metrocar platform.

Completed Ride to Payment Stage

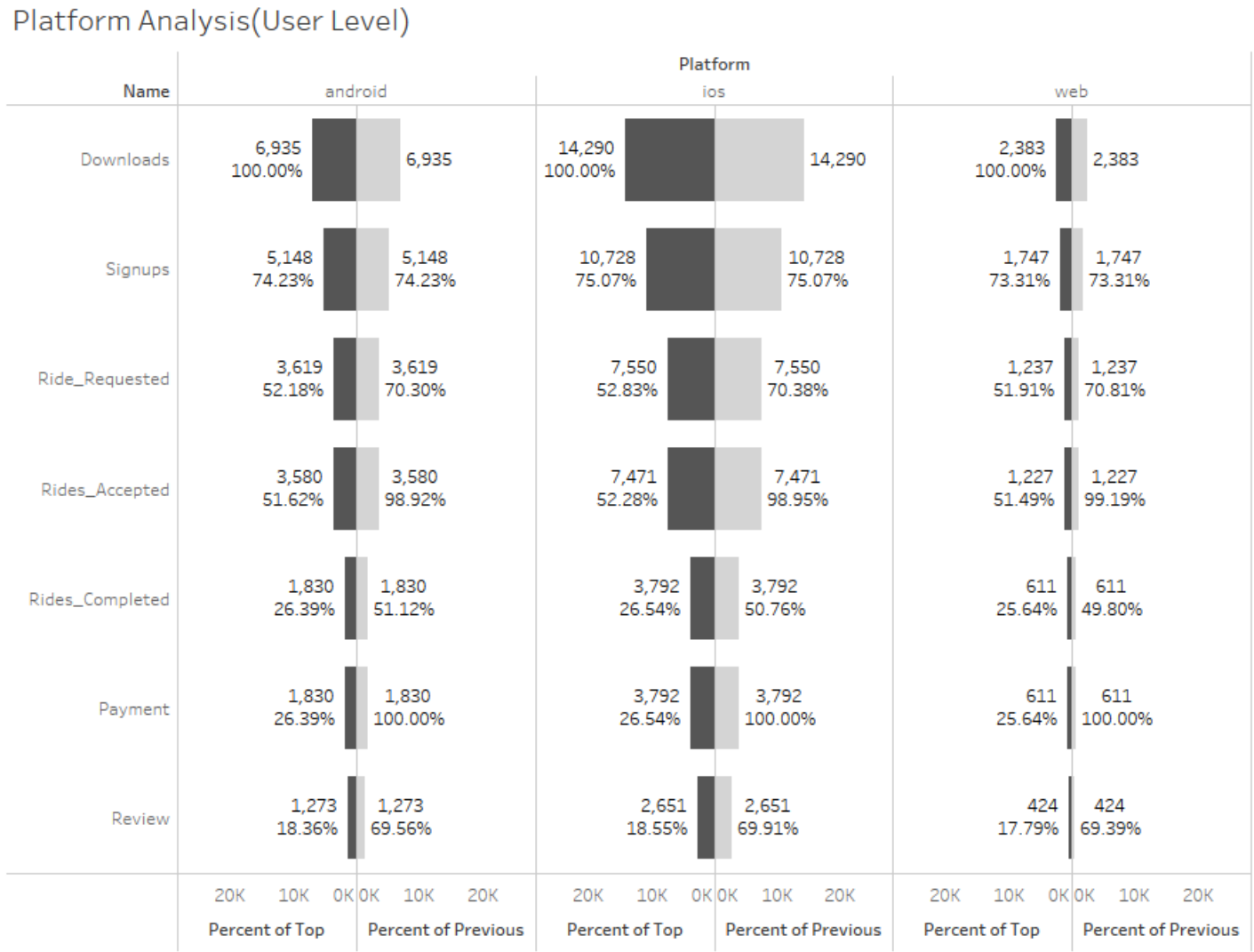
The crucial 95.07% conversion rate and 44.84% drop-off, accounting for 172,849 rides (from a total of 385,477 at the ride requested stage) between the completed ride and payment stage, require careful examination. With 212,628 rides at the payment stage, technical issues causing payment declines need immediate attention to ensure seamless payment processing and increased revenue from unpaid rides. These technical issues could be related to payment gateway integration, network connectivity problems, or system errors during transaction processing. To improve this, Metrocar could consider conducting regular audits of the payment system to identify and resolve potential glitches or errors, ensuring a smoother payment process for users. Additionally, investing in advanced security measures and encryption protocols can enhance the overall security and reliability of the payment platform, thereby minimizing the occurrence of payment declines. By prioritizing the resolution of technical issues and bolstering the payment infrastructure, Metrocar can provide users with a seamless and hassle-free payment experience, leading to increased revenue generation and sustained growth.

Review Stage

The crucial 95.07% conversion rate and 44.84% drop-off, accounting for 172,849 rides (from a total of 385,477 at the ride requested stage) between the completed ride and payment stage, require careful examination. With 212,628 rides at the payment stage, technical issues causing payment declines need immediate attention to ensure seamless payment processing and increased revenue from unpaid rides. These technical issues could be related to payment gateway integration, network connectivity problems, or system errors during transaction processing. To improve this, Metrocar could consider conducting regular audits of the payment system to identify and resolve potential glitches or errors, ensuring a smoother payment process for users. Additionally, investing in advanced security measures and encryption protocols can enhance the overall security and reliability of the payment platform, thereby minimizing the occurrence of payment declines. By prioritizing the resolution of technical issues and bolstering the payment infrastructure, Metrocar can provide users with a seamless and hassle-free payment experience, leading to increased revenue generation and sustained growth.

Platform Analysis

The platform revenue analysis delves into the intricate examination of revenue distribution across Metrocar's three primary platforms: iOS, Android, and web. By scrutinizing the revenue generated from each of these distinct platforms, this analysis aims to uncover valuable insights for guiding decisions on the allocation of the marketing budget for the upcoming year. Assessing the individual contributions of iOS, Android, and web platforms toward overall revenue can provide crucial insights into user preferences, platform usage patterns, and potential growth opportunities. This comprehensive analysis sheds light on the performance of each platform, enabling the identification of key areas for strategic marketing investments and emphasizing the platforms that exhibit the most potential for revenue growth. By leveraging these insights, Metrocar can make informed decisions to effectively allocate its marketing budget, maximizing its reach and impact across the different platforms.



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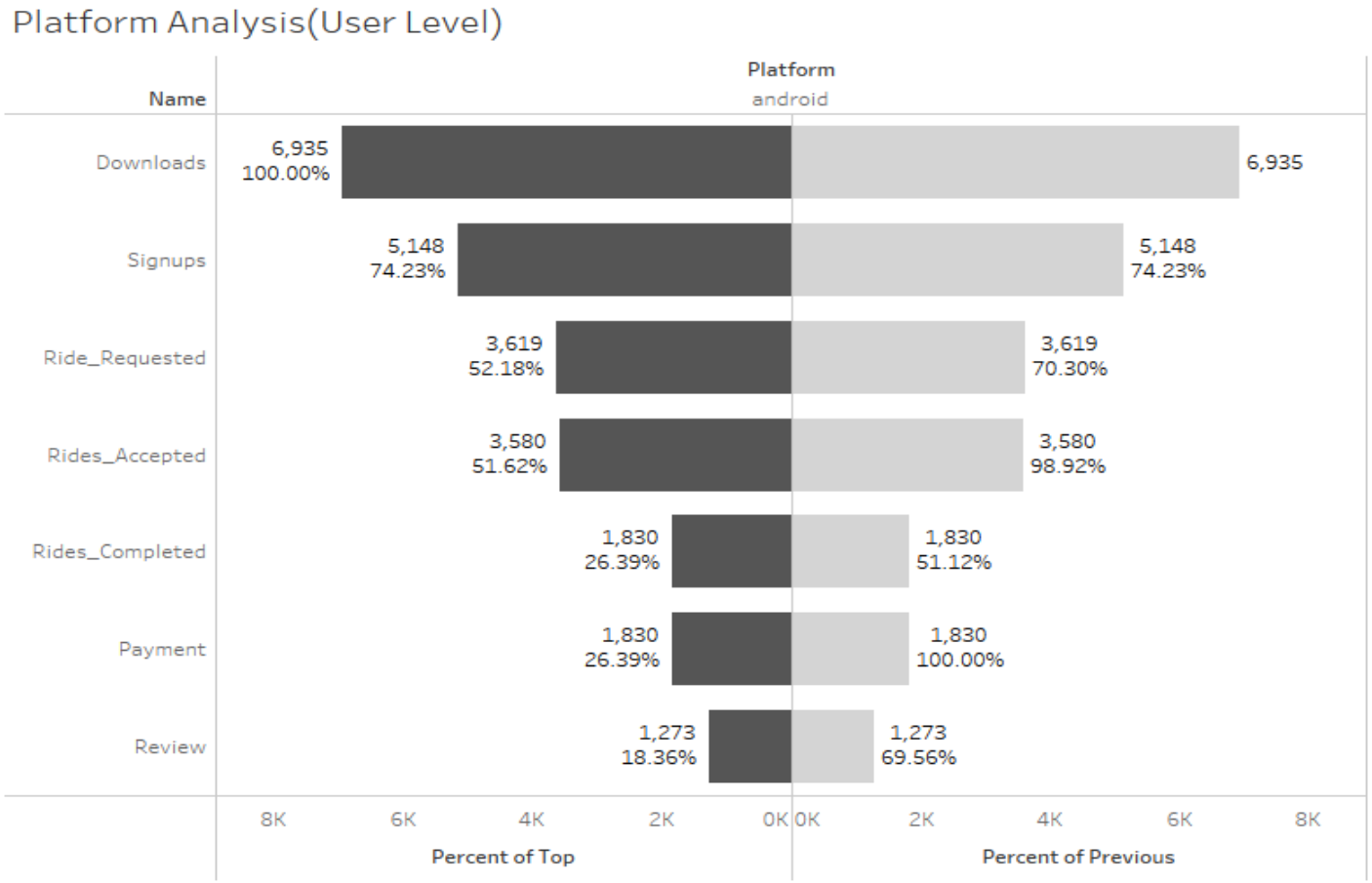
Funnel Analysis by Platform (User Level)

Android

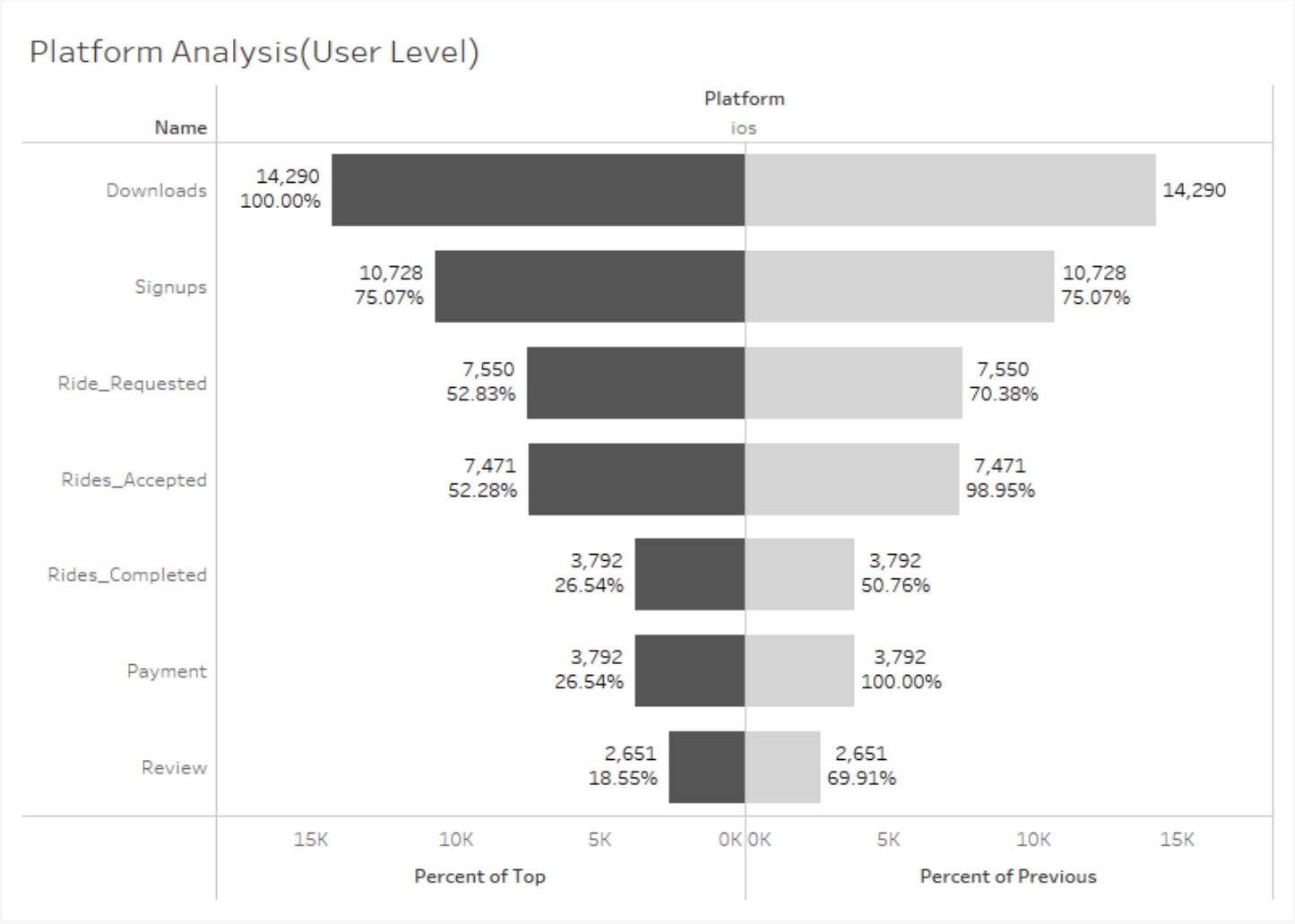
Observation:
The Android platform experiences a significant drop-off from the signup stage to the completed ride stage, with an initial user count of 6,935 at the download stage. The conversion rate of 74.23% during the transition from download to signups highlights promising user engagement. However, the subsequent drop-off rate of 25.67% indicates a substantial decline in user progression, emphasizing the critical need to address potential barriers hindering seamless user advancement within the platform. Moreover, the journey from signups to completed rides presents a significant challenge, as reflected by the sharp drop-off rate of 81.64%, resulting in only 1,273 users reaching the completion stage.



Suggestions:
It is crucial to prioritize the optimization of the app's performance through regular maintenance and updates. Additionally, fostering reliable customer support for Android users is essential for improving user satisfaction and retention. By prioritizing these initiatives, Metrocar can create a more user-friendly and engaging platform experience, enhancing overall user satisfaction and fostering sustained usage.

iOS

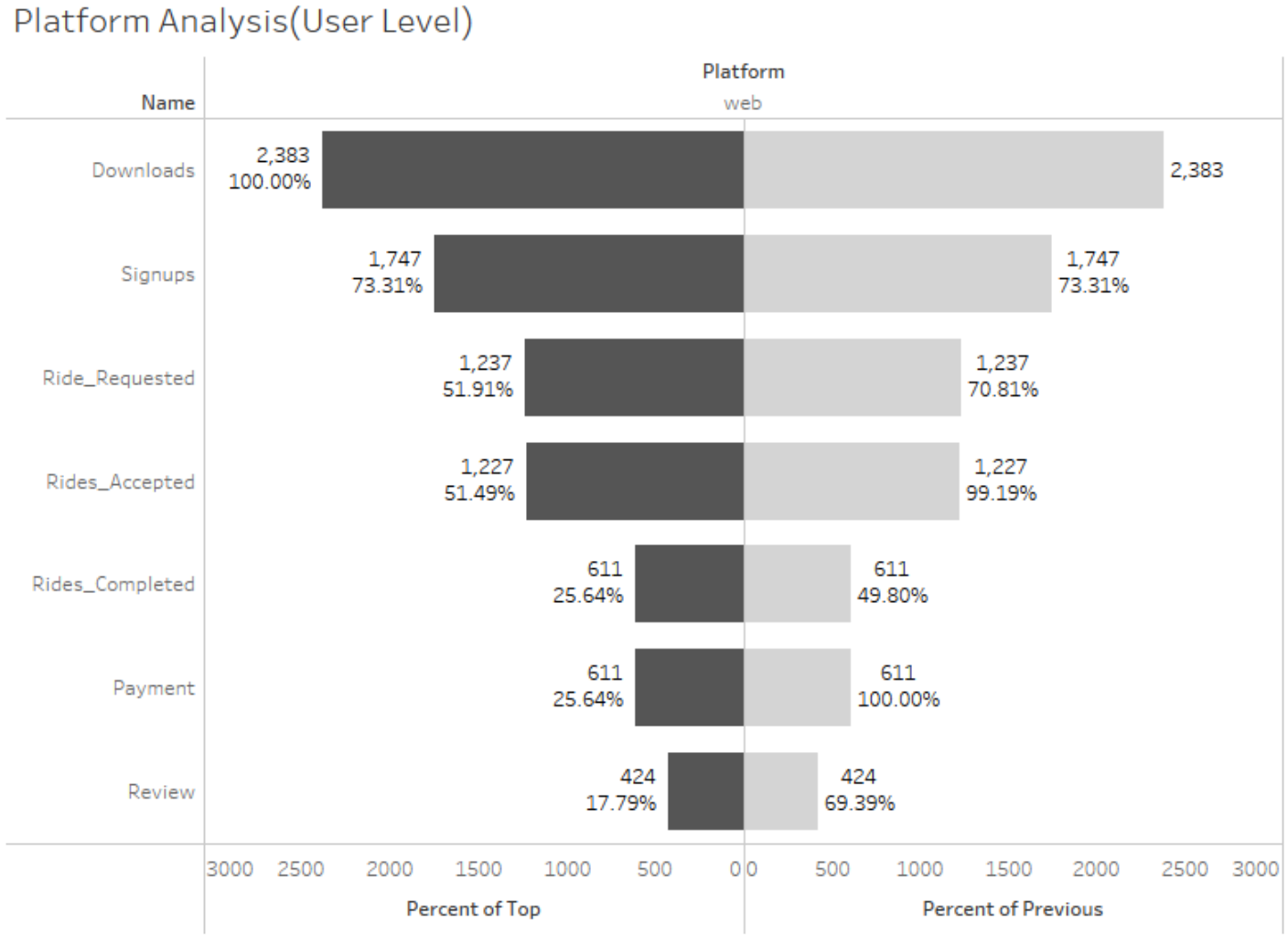
Observation:
For the iOS platform, with a substantial user base of 14,290 at the initial download stage, the 75.07% conversion rate signifies a robust engagement level among iOS users. However, the subsequent drop-off rate of 24.93% highlights the importance of streamlining the user journey to ensure a seamless and intuitive onboarding process. Moreover, the journey from signups to the completed ride stage presents an opportunity to further refine the user experience, as reflected by the drop-off rate of 59.51%, resulting in only 2,651 users reaching the completion stage.



Suggestions:
By prioritizing user-centric initiatives, such as personalized guidance during the onboarding process, interactive tutorials, and user-friendly interface enhancements, Metrocar can foster a more user-friendly and seamless platform experience for iOS users. This, in turn, can lead to heightened user satisfaction, increased retention, and sustained platform growth.

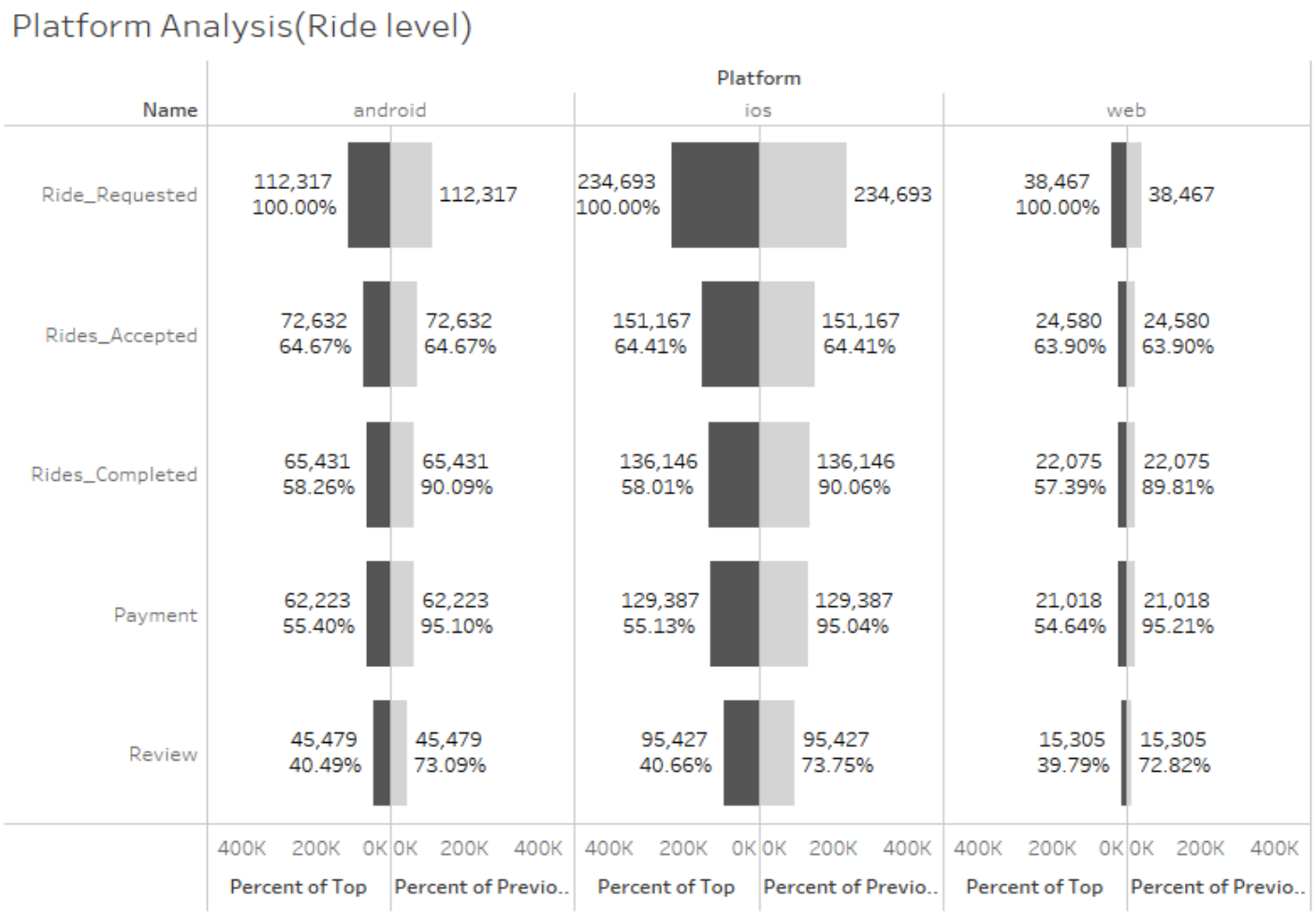
Web

Observation:
The web platform, with a relatively smaller user base, encounters a drop-off rate of 26.69% between the download and sign-up stages, indicating a potential need for a more intuitive and straightforward sign-up process to facilitate user engagement. Additionally, addressing the 82.21% drop-off rate from the sign-up to the completion stage requires careful attention to the user journey, emphasizing the need to enhance the overall platform experience. The platform ends with only 424 users reaching the completion stage.



Suggestions:
Prioritize an efficient and user-centric design approach by implementing user-friendly features, optimizing the platform's performance, and providing comprehensive user support to contribute to a more reliable and satisfactory experience for web users. This can lead to improved user satisfaction and increased user retention for the web platform.

Funnel Analysis by Platform (Ride Level)



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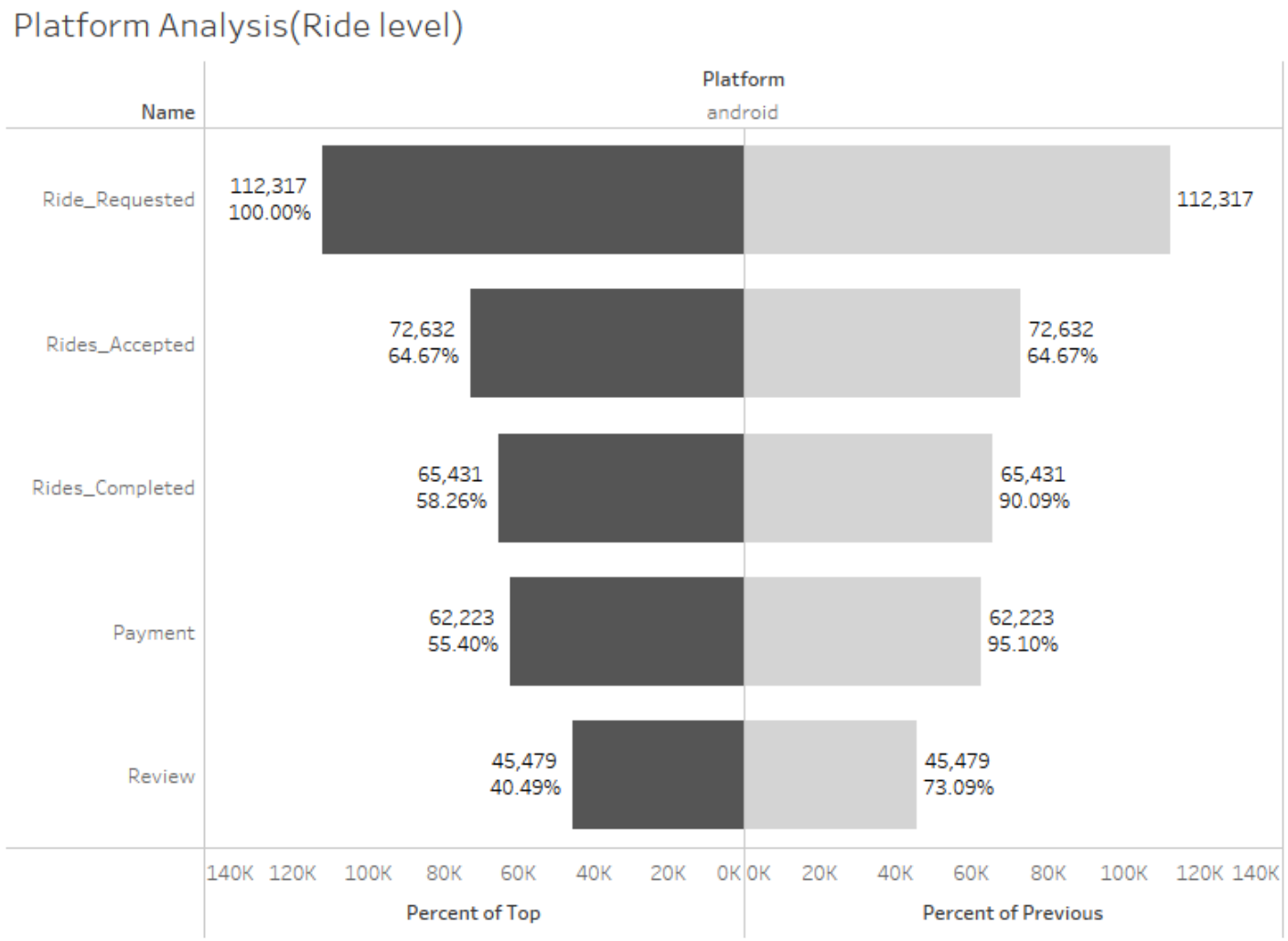
Android

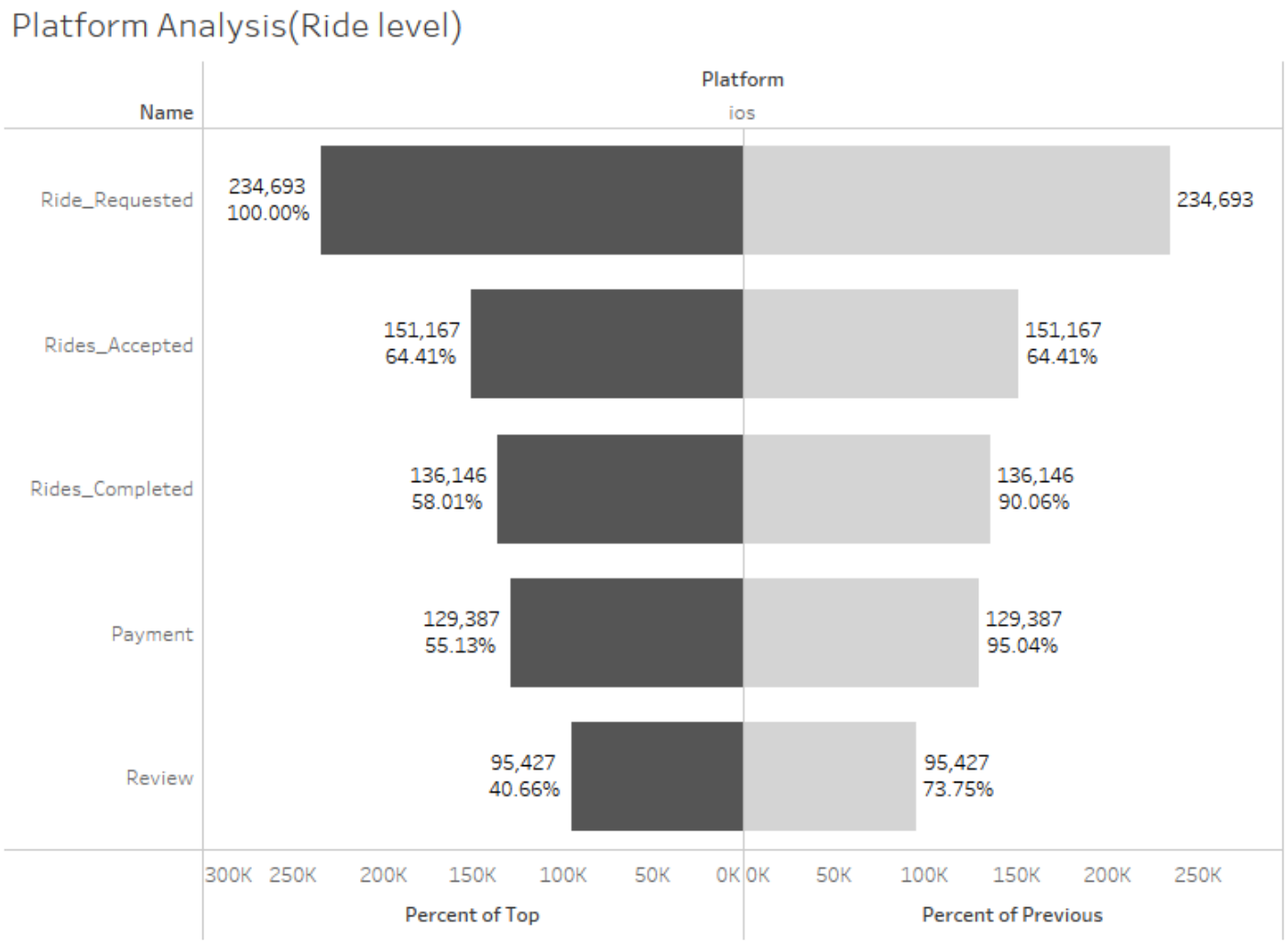
Observation:
The Android platform requires improvements in the ride completion process, particularly focusing on minimizing the drop-off rates from the 112,317 ride requests to the 45,479 completed rides. While the 64.67% conversion rate during the transition from ride request to ride acceptance demonstrates significant user engagement, the subsequent drop-off rate of 35.33% suggests room for improvement in retaining rides throughout the ride request process. Additionally, the 59.51% drop-off rate from ride acceptance to completed rides underlines the need for streamlined and efficient ride completion procedures.



Suggestions:
Enhance the ride experience for Android users by ensuring seamless communication, reliable navigation, and efficient ride completion procedures. Prioritize enhancements in these areas to foster a more reliable and seamless ride experience, ultimately leading to improved user satisfaction and retention.

iOS

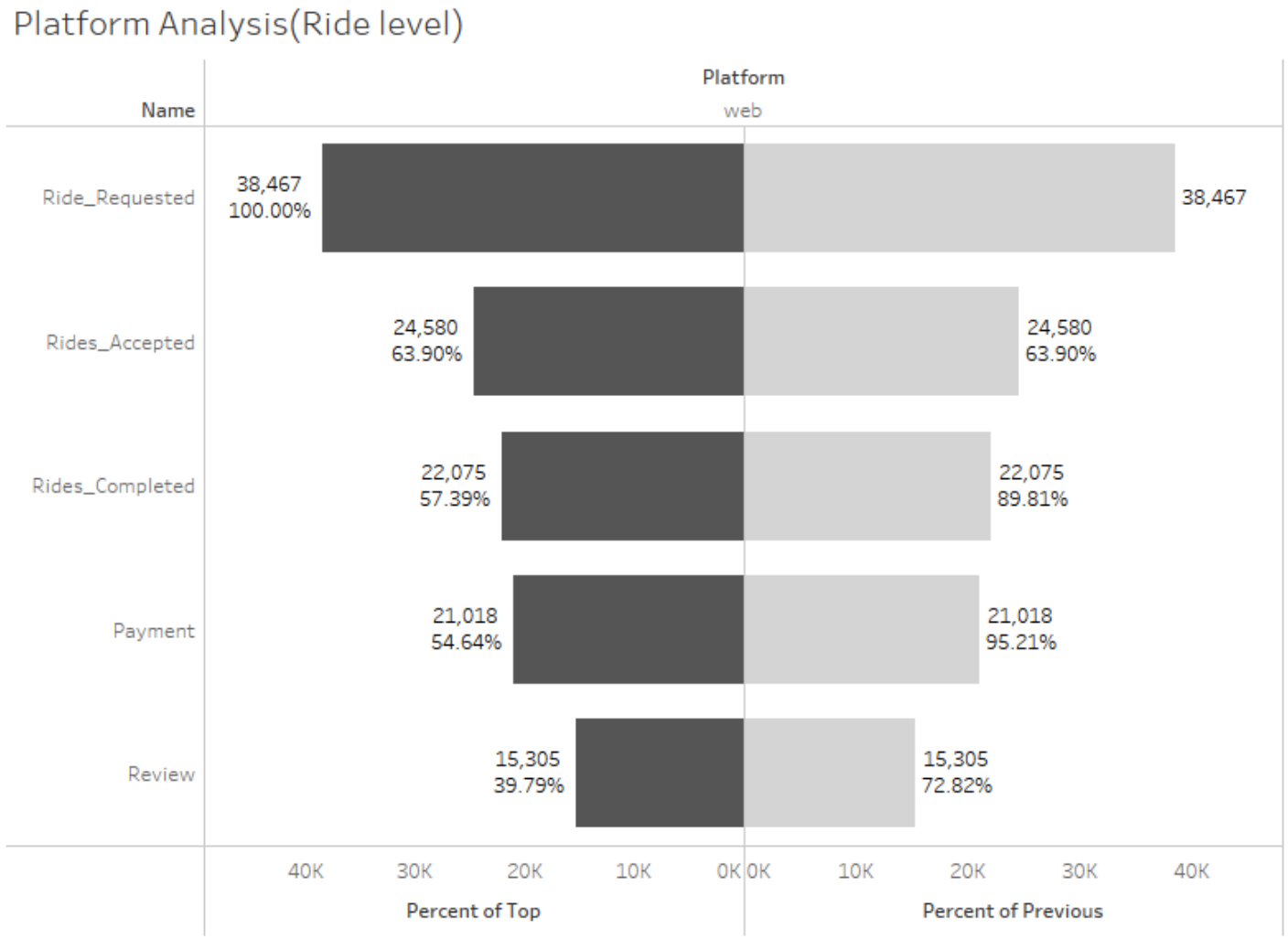
Observation:
The iOS platform could benefit from improvements in the ride request and acceptance process to reduce drop-off rates and enhance user engagement. With a significant 234,693 ride requests initiated, the 64.41% conversion rate from ride request to ride acceptance signifies strong initial user interest. However, the 35.59% drop-off rate suggests the need for streamlining the ride acceptance procedure and ensuring prompt driver responses. Moreover, the 59.44% drop-off rate between ride acceptance and completed rides emphasizes the importance of addressing user concerns during the ride experience.



Suggestions:
Focus on driver reliability, optimize user communication, and ensure a seamless and efficient ride experience for iOS users. Implement features such as real-time driver tracking and proactive user notifications to minimize ride cancellations and incomplete rides, leading to increased user satisfaction and sustained engagement on the iOS platform.

Web

Observation:
The web platform experiences significant drop-off rates between the 38,467 ride requests and the 15,305 completed rides. The 36.10% drop-off rate during the transition from ride requested to ride accepted highlights the need to address potential barriers hindering seamless ride acceptance within the platform. Furthermore, the 60.21% drop-off rate between accepted and completed rides emphasizes the importance of understanding factors contributing to incomplete rides on the web platform.

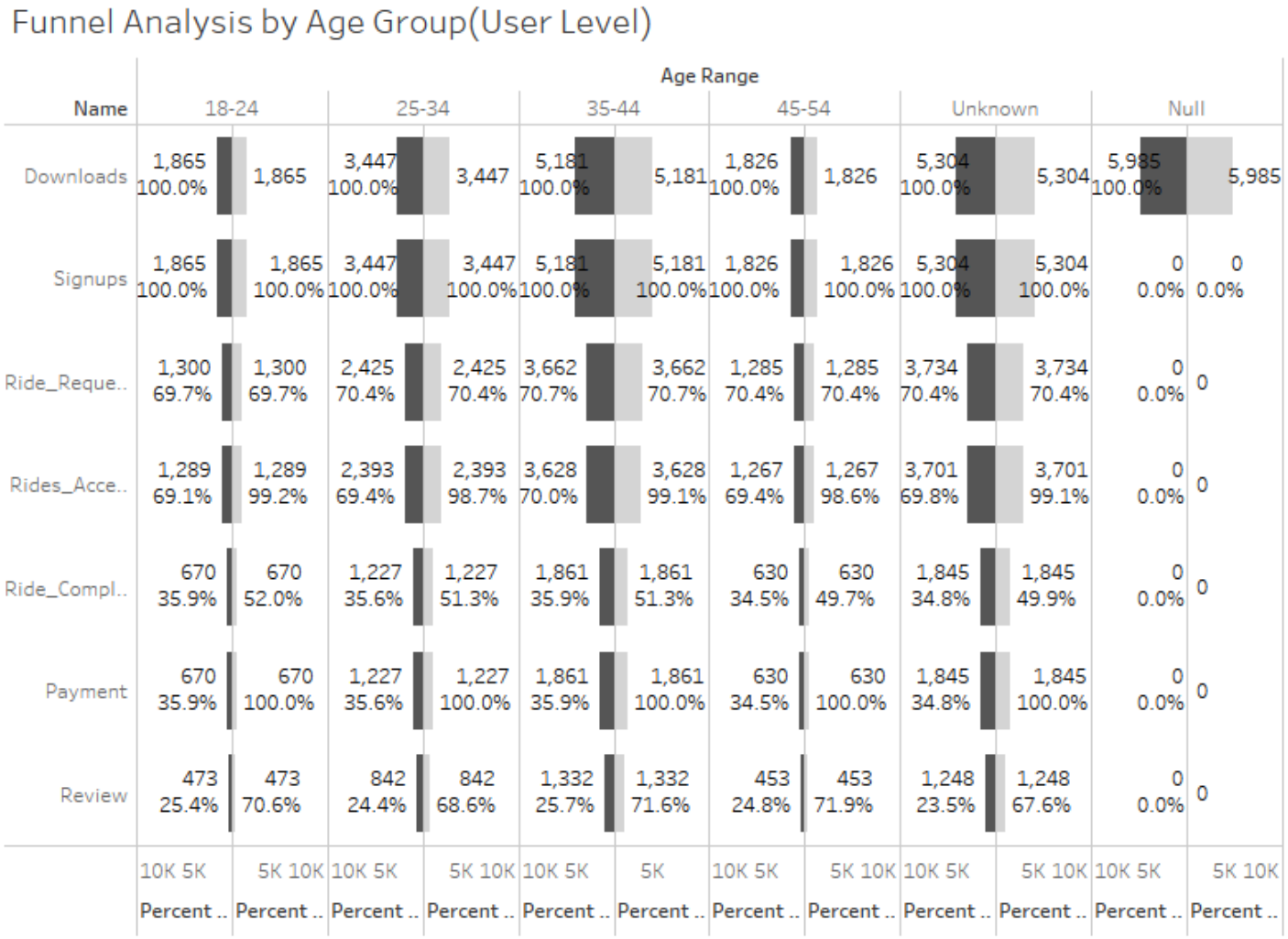


Suggestions:
Streamline the ride acceptance process for drivers by simplifying the interface and providing real-time updates on ride requests. Focus on creating a smoother ride acceptance experience, potentially reducing the drop-off rate and leading to improved user satisfaction and engagement on the web platform.

Age Group Analysis

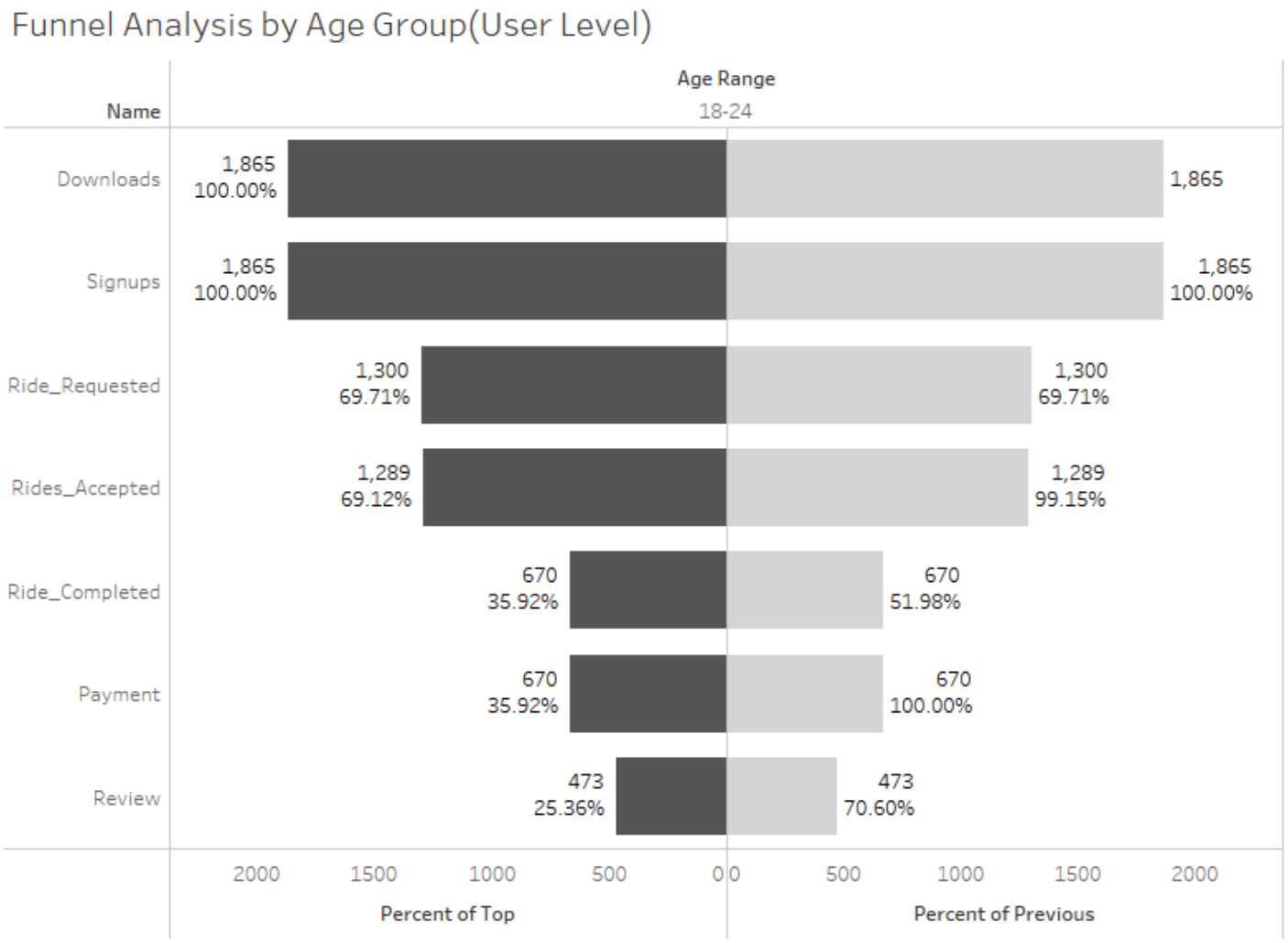
Understanding the demographic trends within the user journey is essential for tailoring marketing strategies and enhancing user engagement. Analyzing the performance metrics across different age groups can provide valuable insights into the preferences and behaviors of our target customers. In our analysis, the age group 35-44 emerges as a particularly noteworthy segment, displaying robust performance and active engagement at various stages of the funnel. By delving deeper into the user and ride level data, we can uncover the specific patterns and behaviors exhibited by this age group, allowing us to fine-tune our marketing efforts and optimize user experiences to cater to this key demographic.

Funnel Analysis by Age Group (User Level)



18-24

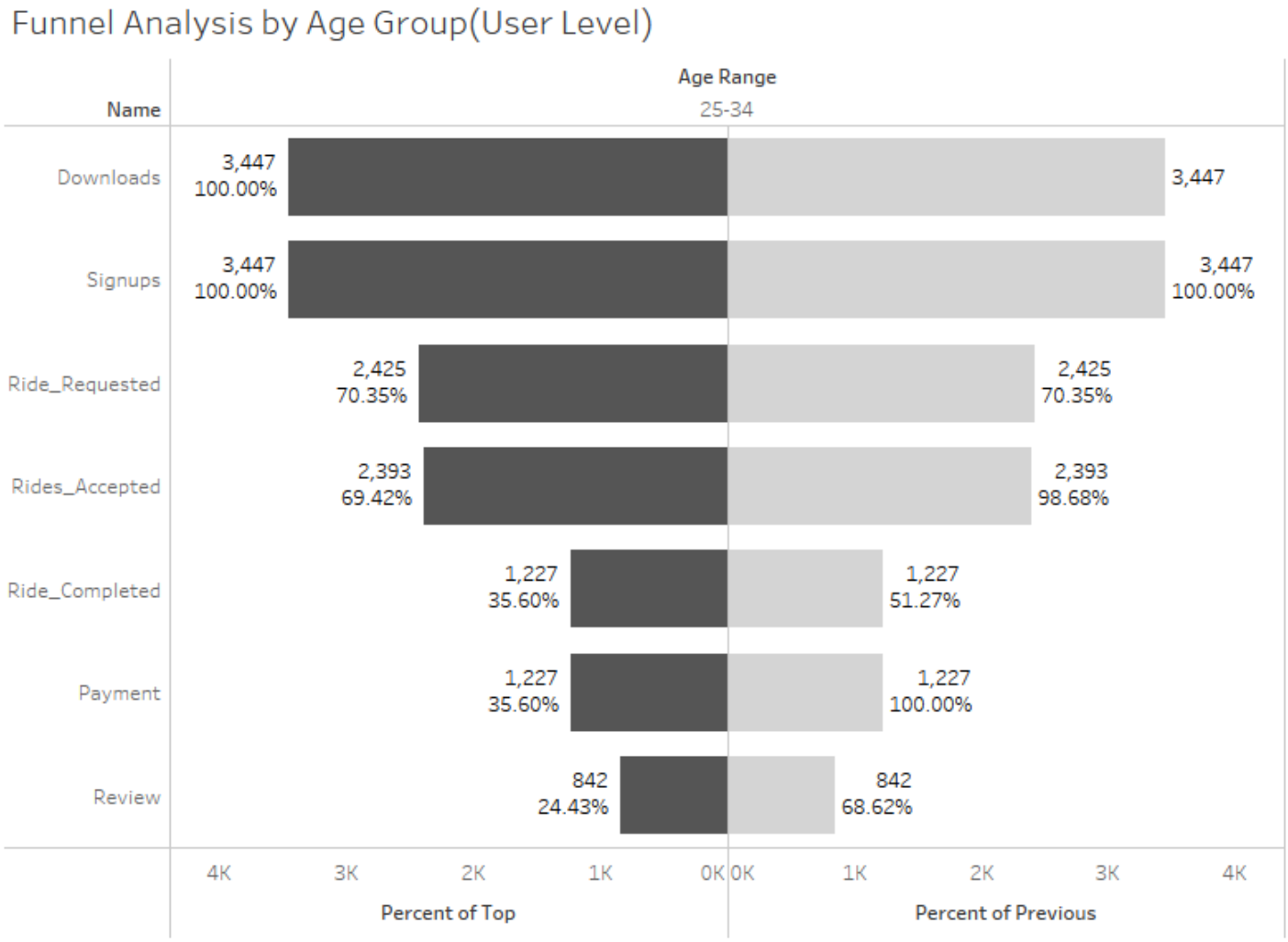
Observation:
The 18-24 age group has a total of 5304 users, with a 100% conversion rate from the download stage to signups due to null values for non-signups. The drop-off rate remains at 0.00%, while the conversion rate from ride accepted to ride completed stands at 49.90%, with a drop-off rate of 65.20%, resulting in 1248 users reaching the completion stage.



Suggestion:
Metrocar should implement targeted marketing campaigns and user-specific incentives to improve user retention and engagement among the 18-24 demographic, thereby enhancing overall user satisfaction and sustained platform usage.

25-34

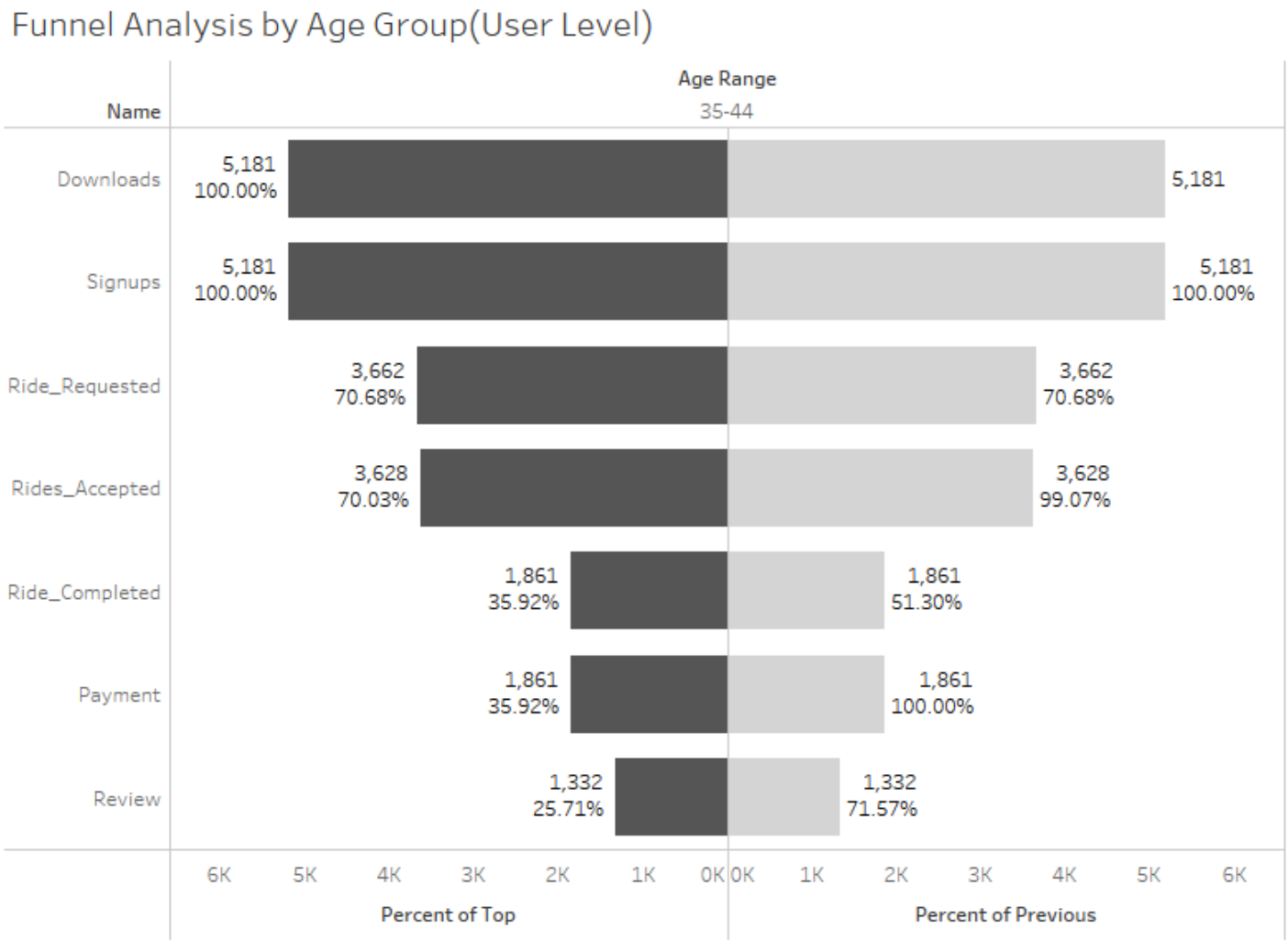
Observation:
The 25-34 age group has a total of 3447 users, with a perfect 100% conversion rate from downloads to signups due to null values for non-signups. The drop-off rate is 75.60% between the ride accepted and ride completed stages, resulting in 842 users reaching the completion stage.



Suggestion:
Metrocar should focus on streamlining the ride completion process, optimizing driver availability, minimizing wait times, and enhancing communication channels to improve user satisfaction and retention within the 25-34 demographic.

35-44

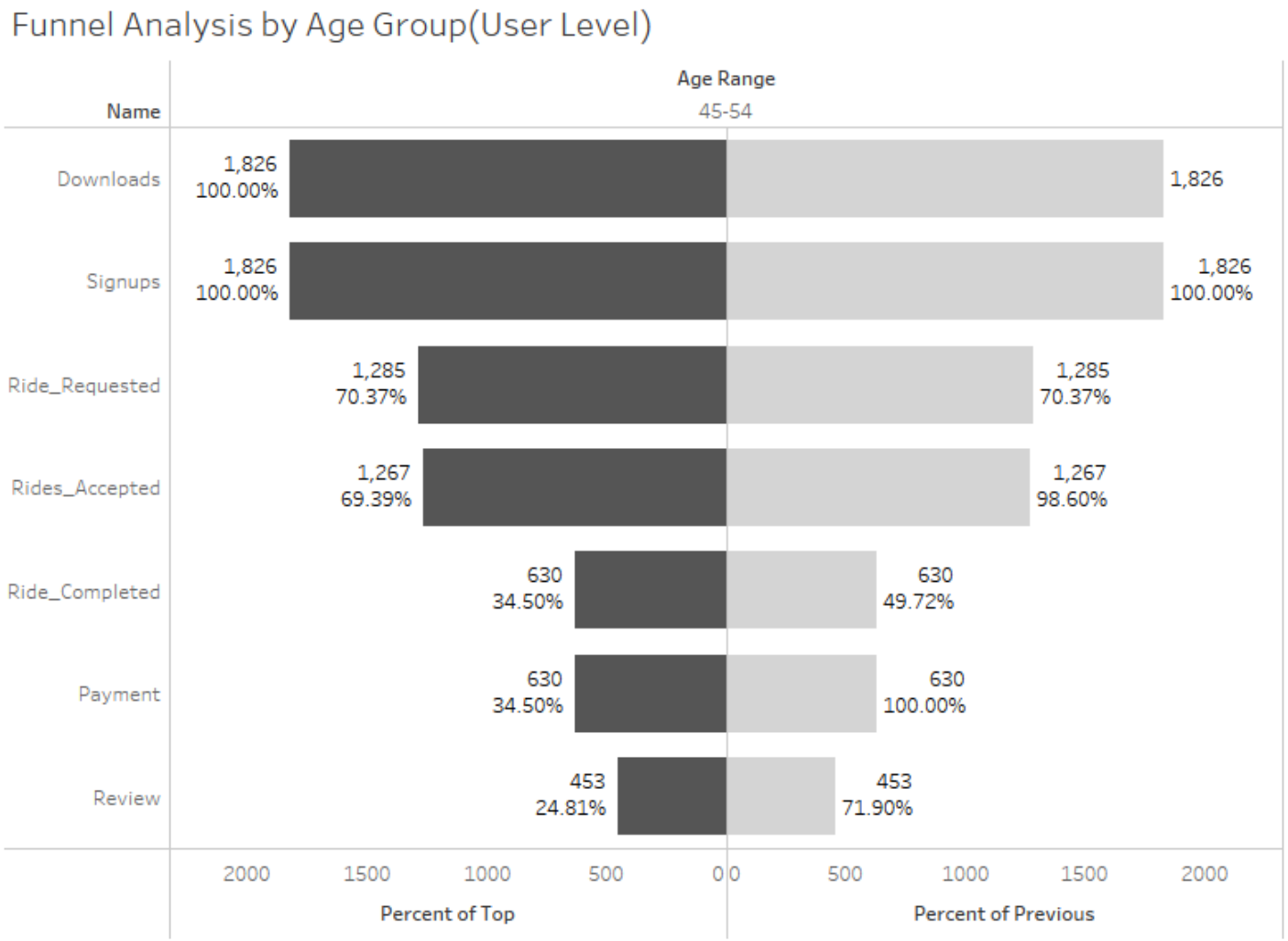
Observation:
The 35-44 age group has a total of 5181 users, with a perfect 100% conversion rate from downloads to signups due to null values for non-signups. The drop-off rate between ride accepted and ride completed stages is 74.70%, resulting in 1332 users reaching the completion stage.



Suggestion:
Metrocar should prioritize seamless communication between drivers and users, timely and efficient ride completions, and user-friendly interfaces to enhance the ride completion rate and overall user satisfaction within the 35-44 age group.

45-54

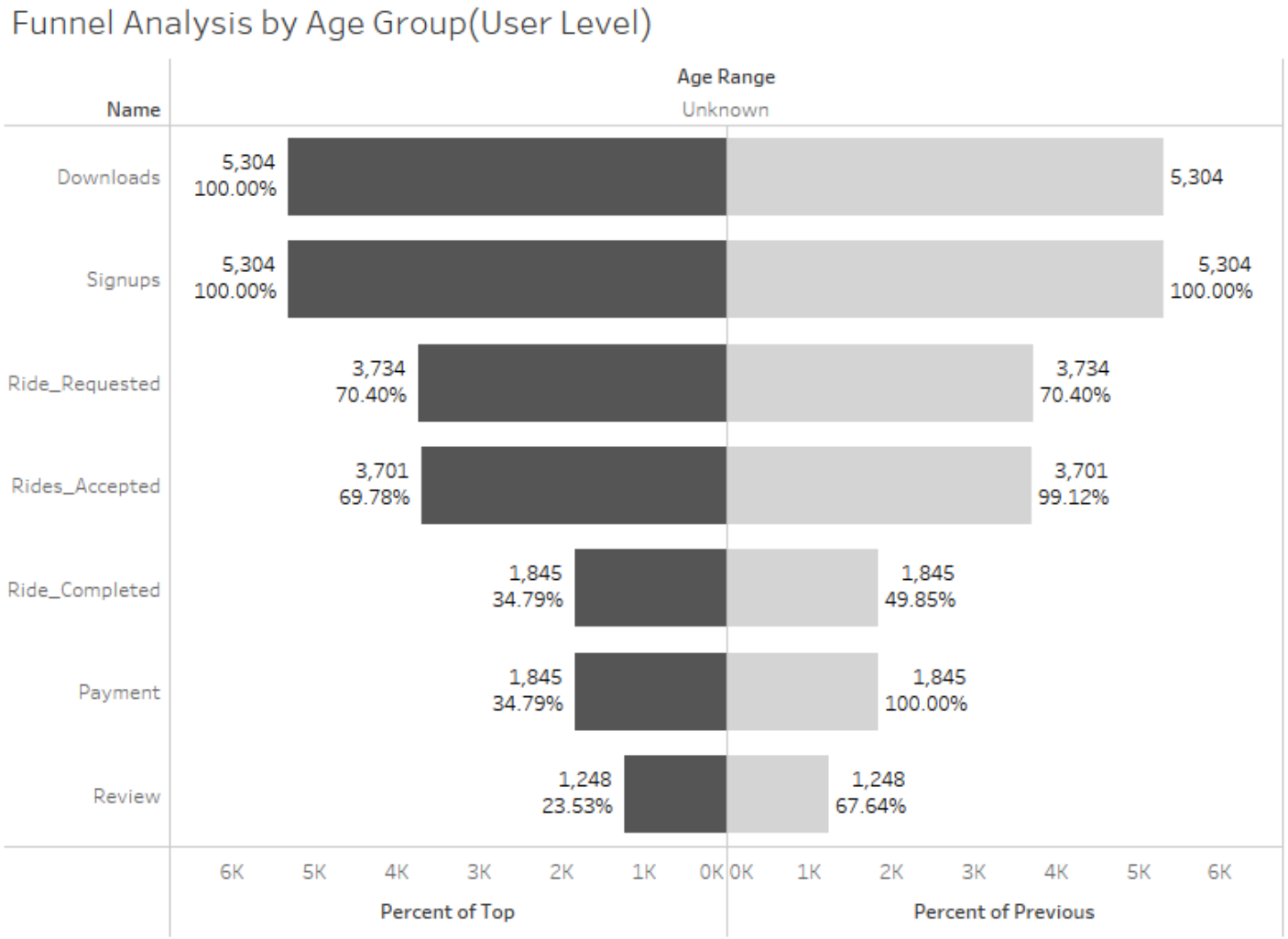
Observation:
The 45-54 age group has a total of 1826 users, with a perfect 100% conversion rate from downloads to signups due to null values for non-signups. The drop-off rate between ride accepted and ride completed stages is 71.90%, resulting in 553 users reaching the completion stage.



Suggestion:
Implement user-friendly features tailored to the specific needs of users in the 45-54 age group, such as personalized support, clear communication channels, and efficient resolution of user concerns to improve user engagement and the ride completion rate.

Unknown

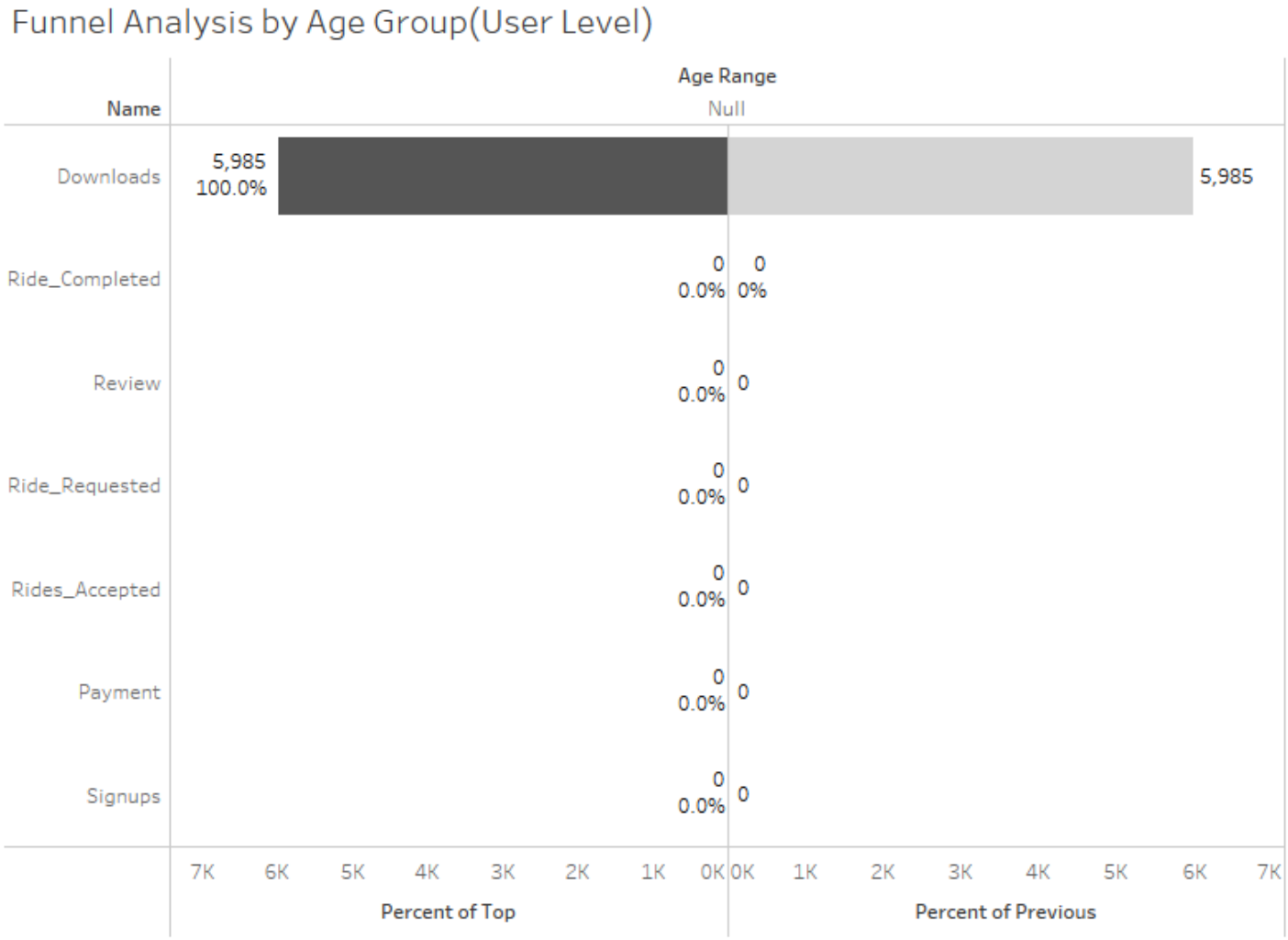
Observation:
The Unknown age group has a total of 5304 users, with a 100% conversion rate from the download stage to signups due to null values for non-signups. The drop-off rate remains at 0.00%, while the conversion rate from ride accepted to ride completed stands at 49.90%, with a drop-off rate of 65.20%, resulting in 1248 users reaching the completion stage.



Suggestion:
Metrocar should implement a mandatory age input requirement during the initial app download process to facilitate comprehensive data collection and more accurate analysis across all user groups, including the Unknown category.

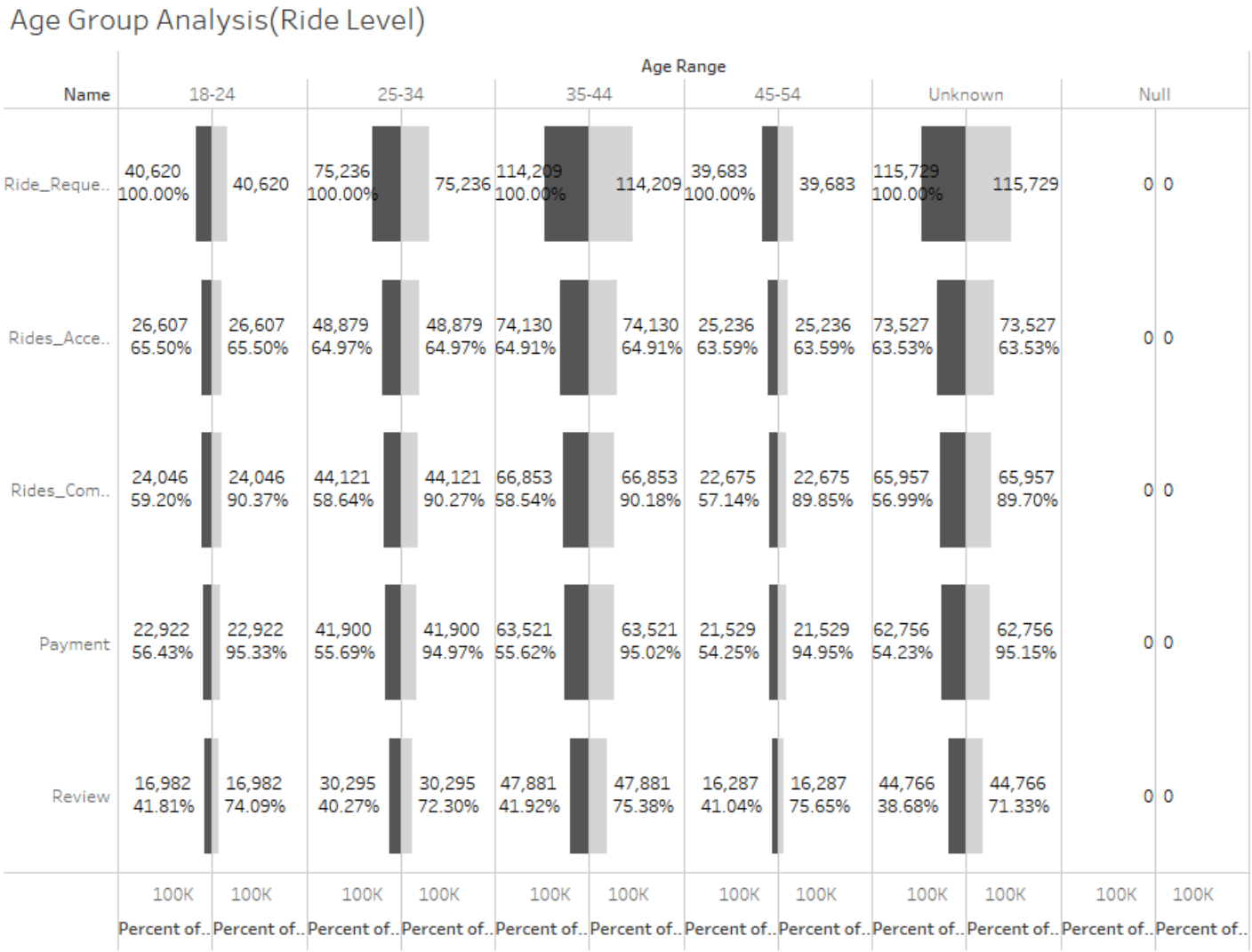
Null

Observation:
Due to the high number of users, approximately 5986, who did not sign up, there is a presence of null values for age. Implementing a mandatory age input requirement during the initial app download process will facilitate more accurate data collection and enable enhanced analyses for all user groups.



Suggestion:
Implementing a mandatory age input requirement during the initial app download process will facilitate more accurate data collection and enable enhanced analyses for all user groups, including those falling under the Null category. This strategic approach will not only contribute to a more comprehensive understanding of user demographics but also pave the way for more effective and personalized marketing strategies and user engagement initiatives.

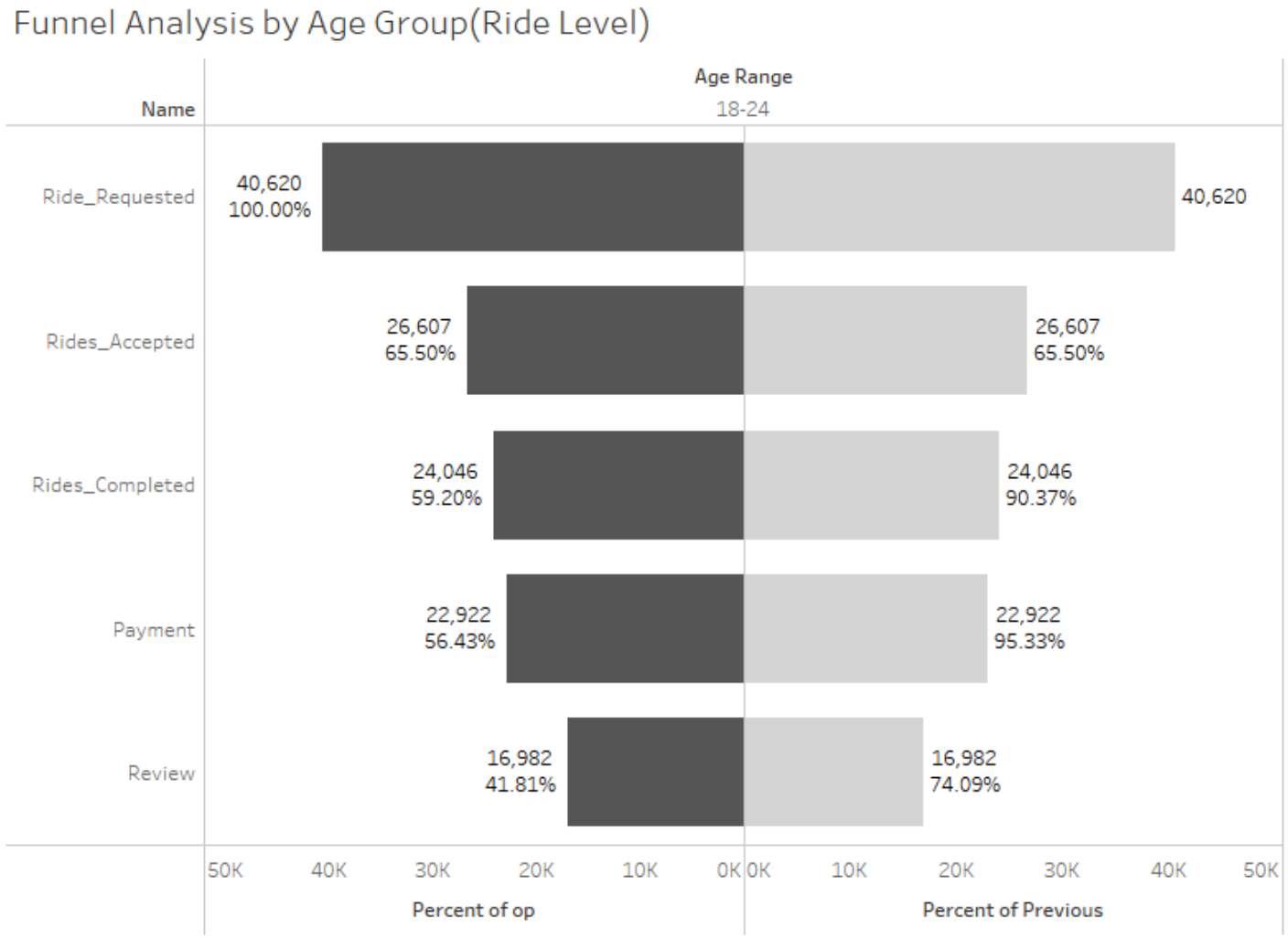
Funnel Analysis by Age Group (Ride Level)



metrocar

18-24

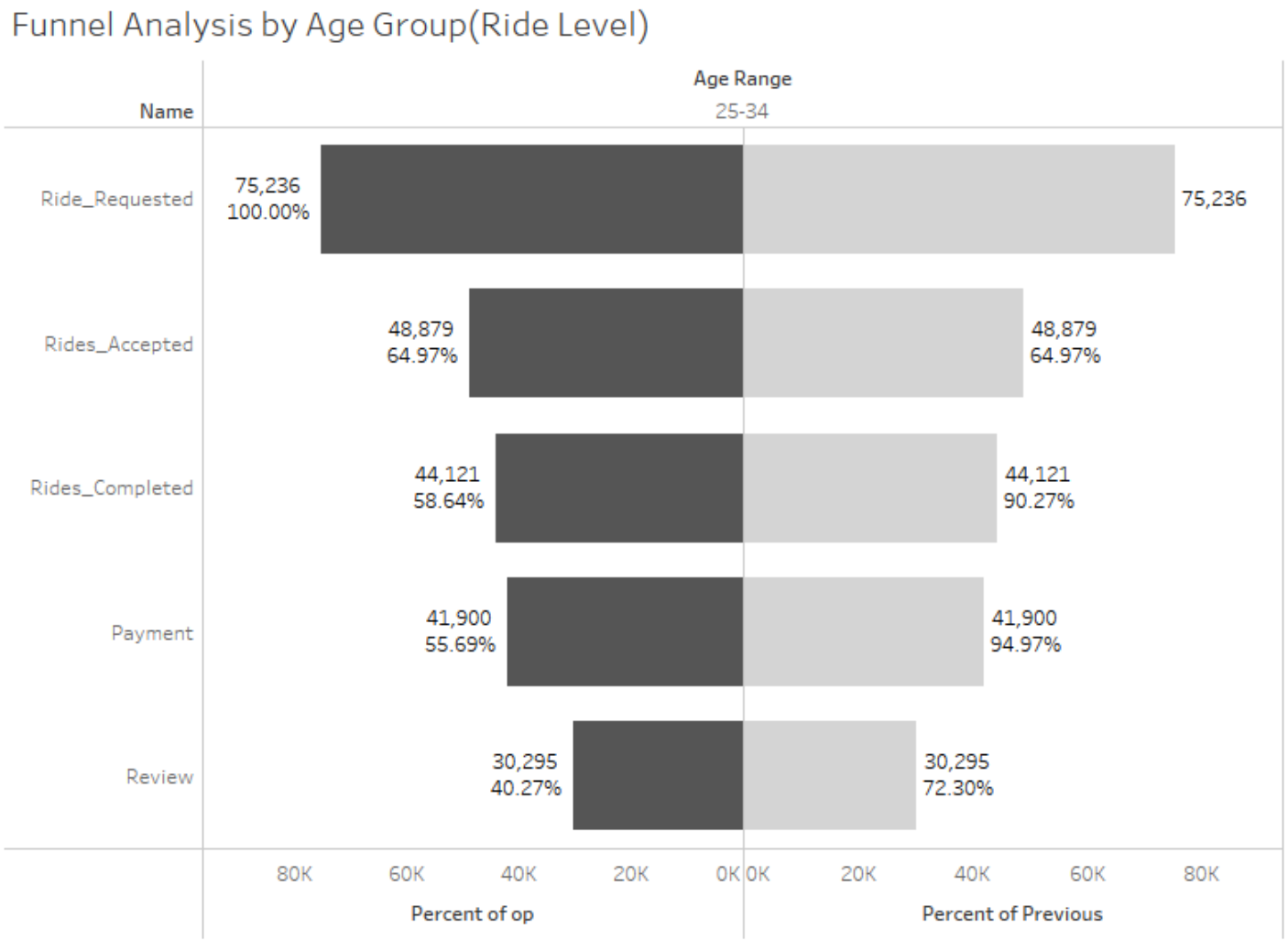
Observation:
The 18-24 age group had a total of 40620 rides, with a 65.50% conversion rate from ride requested to ride accepted and a subsequent drop-off rate of 34.50%. The journey ended at 16982 rides with a 74.09% conversion rate and a drop-off rate of 39.19%.



Suggestion:
Metrocar should focus on improving the ride acceptance process, potentially by providing more incentives and streamlined interfaces for the drivers, to reduce the drop-off rate and encourage more seamless ride progression within the 18-24 age group.

25-34

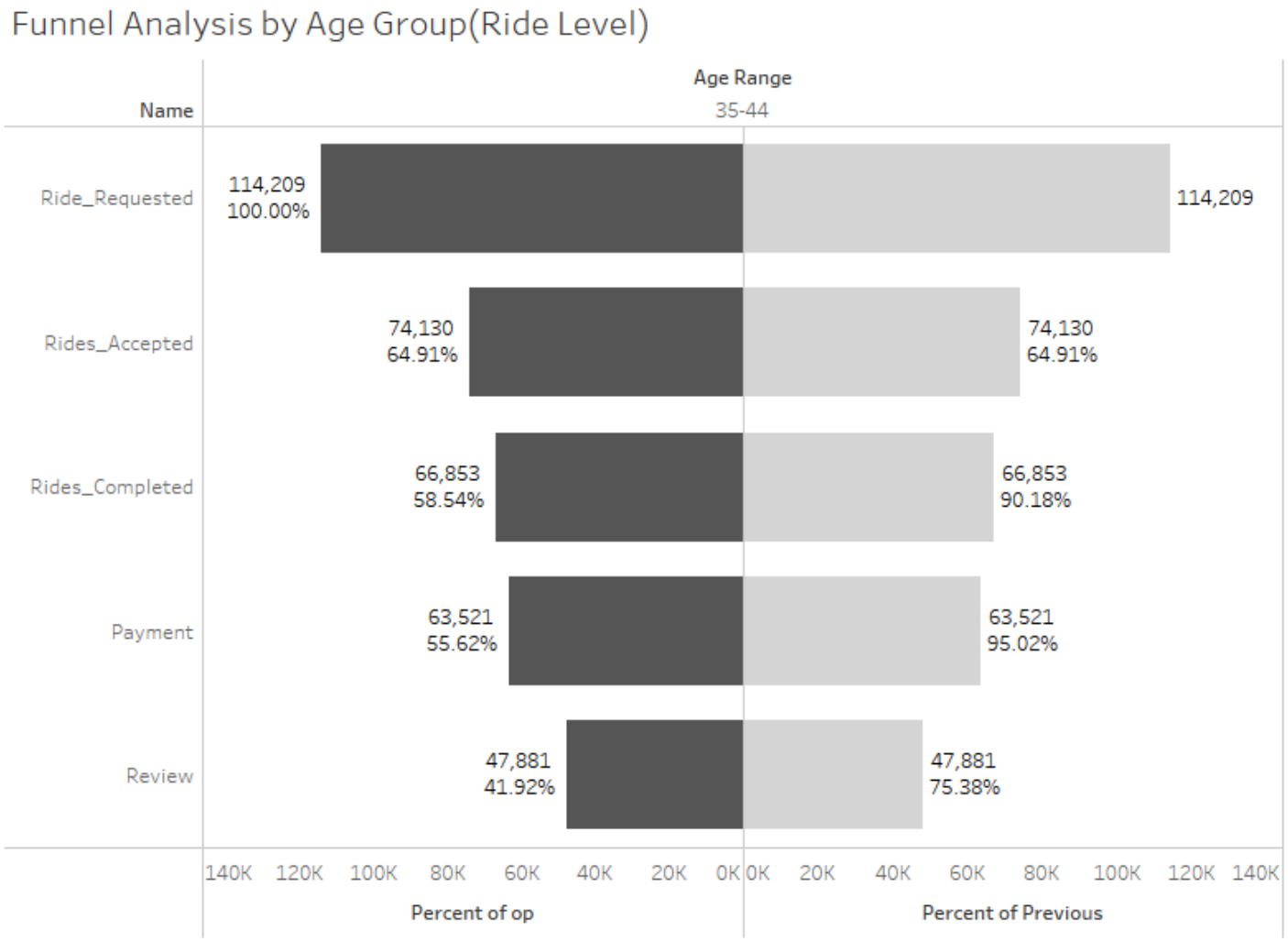
Observation:
The 25-34 age group started with a total of 75236 rides, displaying a 64.97% conversion rate from ride requested to ride accepted and a 35.03% drop-off rate. It ended with 30295 rides, showcasing a 72.30% conversion rate and a drop-off rate of 59.73%.



Suggestion:
To improve the ride completion rate for the 25-34 age group, Metrocar should focus on optimizing the ride request and acceptance process, potentially by ensuring timely and efficient responses to user demands and enhancing the overall user experience.

34-44

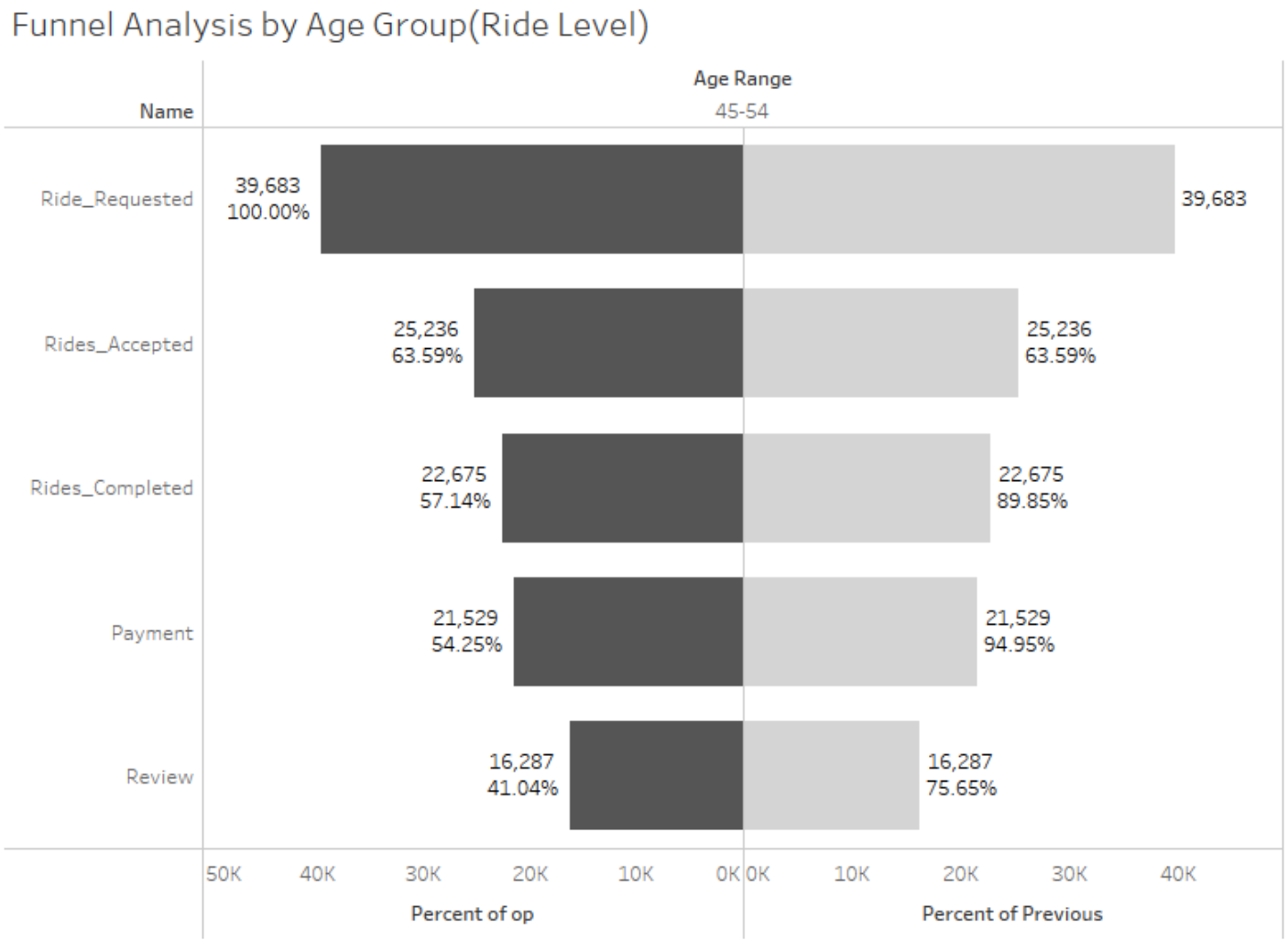
Observation:
The 34-44 age group began with a total of 114209 rides, exhibiting a 64.91% conversion rate from ride requested to ride accepted and a 35.09% drop-off rate. It culminated with 47881 rides, showcasing a 75.38% conversion rate and a drop-off rate of 58.08%.



Suggestion:
Metrocar should prioritize user-friendly interfaces and efficient communication channels to further enhance the ride completion rate and overall user satisfaction within the 34-44 age group.

45-54

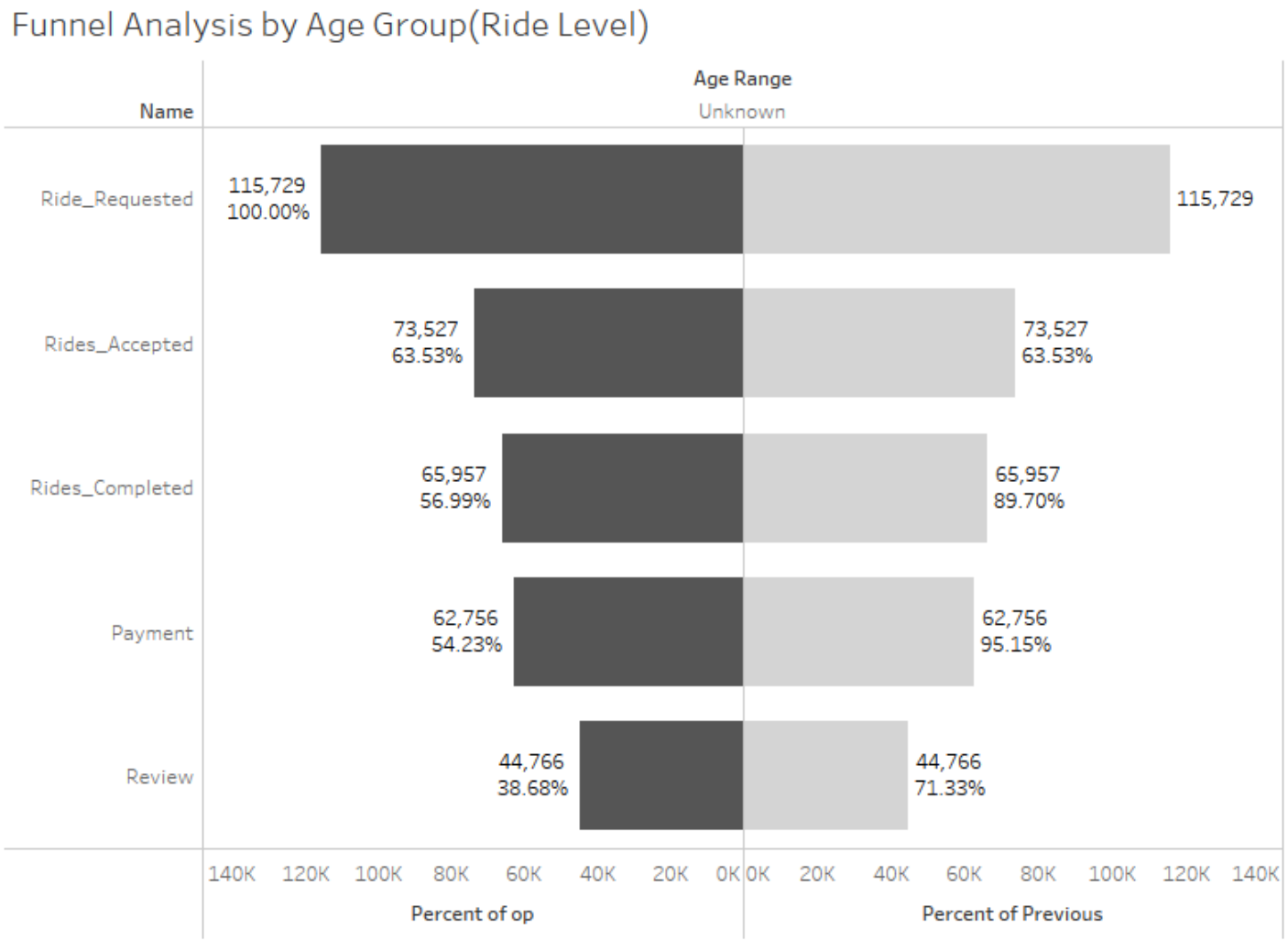
Observation:
The 45-54 age group commenced with a total of 39683 rides, displaying a 63.59% conversion rate from ride requested to ride accepted and a 35.09% drop-off rate. It concluded with 16287 rides, demonstrating a 75.65% conversion rate and a drop-off rate of 58.96%.



Suggestion:
To maintain the high conversion rate and reduce the drop-off rate for the 45-54 age group, Metrocar should focus on providing personalized support, efficient communication channels, and timely resolution of user concerns to ensure an optimal user experience.

Unknown

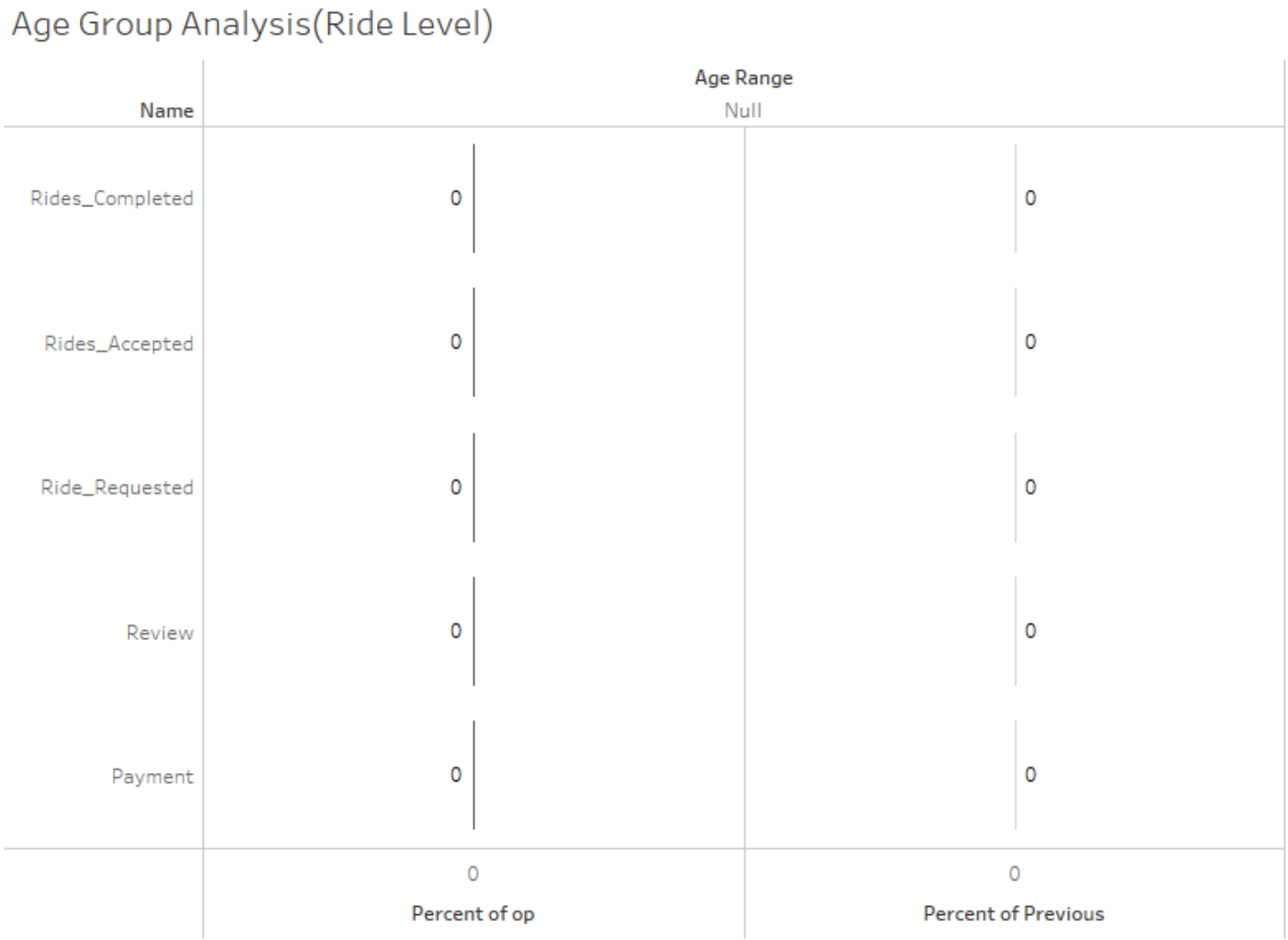
Observation:
The Unknown age group had the highest number of rides, totaling 115729, with a 63.53% conversion rate from ride requested to ride accepted and a 36.47% drop-off rate. It culminated with 44756 rides, exhibiting a 71.33% conversion rate and a drop-off rate of 61.32%.



Suggestion:
Metrocar should implement a mandatory age input requirement during the initial app download process to facilitate more accurate data collection and enhance the analysis for the Unknown user group. This strategic approach can contribute to a better understanding of user demographics and lead to more effective and personalized marketing strategies.

Null

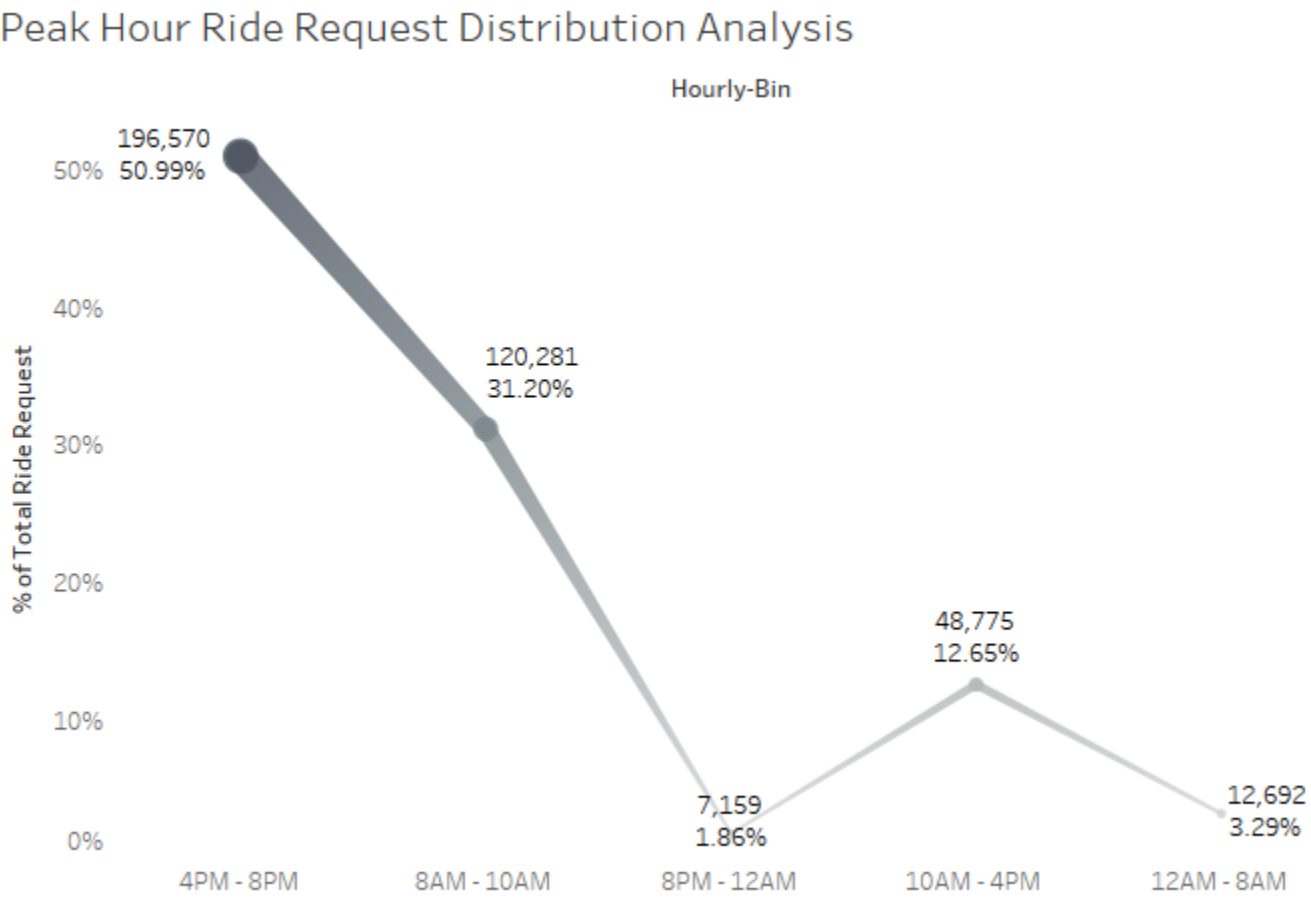
Observation:
For the "Null" category, which represents users who downloaded the app but did not sign up, there is no ride data or stage information available.



Suggestion:
To cater to this group effectively, Metrocar should consider implementing strategies that encourage user engagement during the initial app download phase. By creating more personalized and appealing incentives for signing up, Metrocar can potentially increase user conversion rates and encourage more users to complete the signup process. This can be achieved through targeted marketing initiatives and user-specific promotional offers tailored to this specific user segment. Additionally, offering streamlined and user-friendly onboarding experiences can contribute to higher engagement levels, leading to increased user retention and satisfaction within the "Null" category.

Time Distribution Analysis

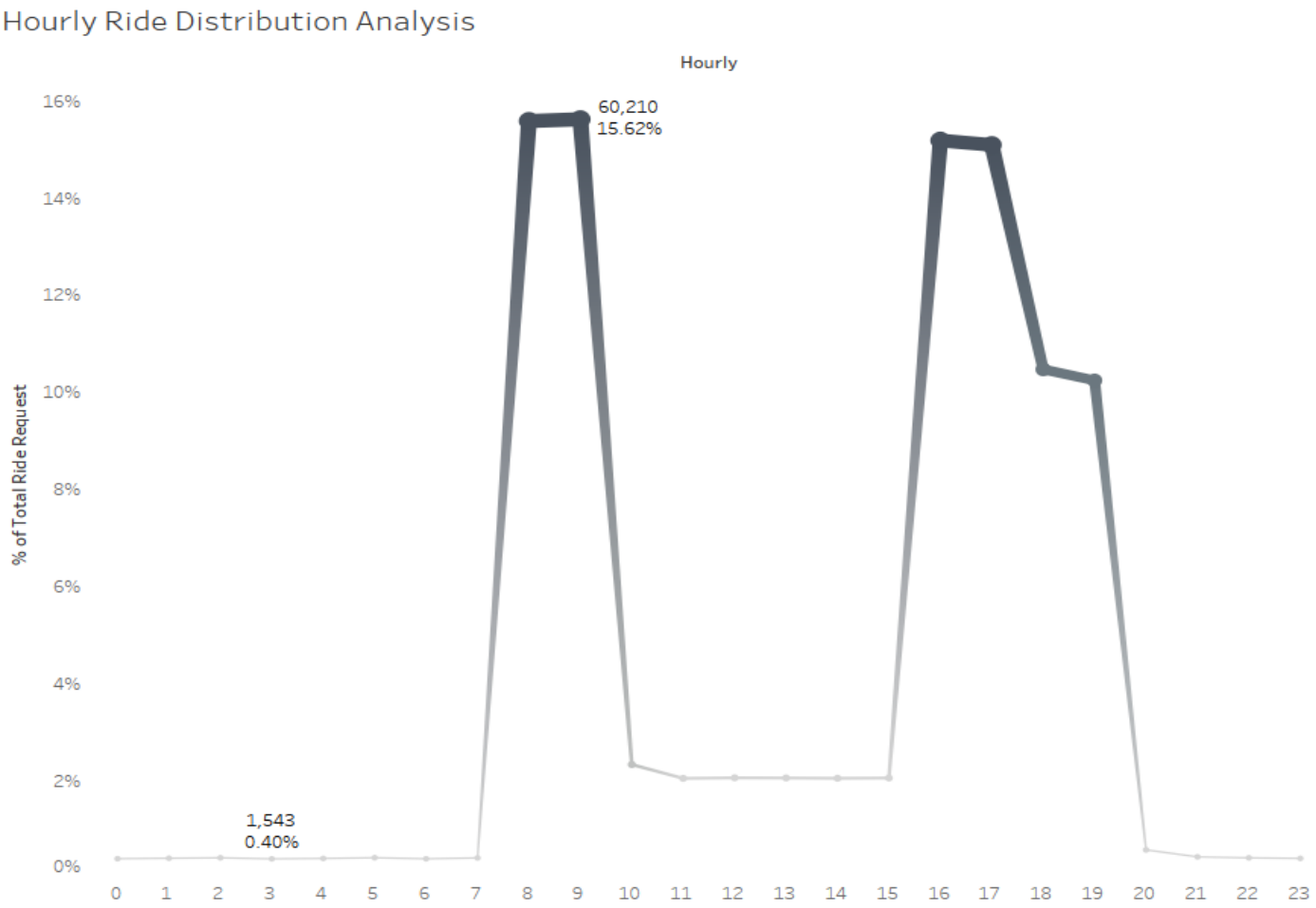
Observation:
The surge pricing strategy can be effectively implemented during the peak hours of 4 pm to 8 pm, accounting for 50.99% of the total rides, making it the busiest time slot. The second highest peak time of 8 am to 10 am, with 120,281 rides, contributes 31.20% of the total rides, indicating a significant demand during morning office hours.



Suggestion:
To maximize the benefits of surge pricing during peak hours, Metrocar should consider implementing dynamic pricing models that adjust ride fares based on the increased demand. By strategically increasing prices during these time slots, Metrocar can effectively capitalize on the heightened demand and generate additional revenue. Moreover, communicating the surge pricing strategy transparently to users can help manage their expectations and minimize dissatisfaction during peak hours.

Hourly Analysis:

Observation:
The hours of 8 am and 9 am experience the highest ride demands, with 60,071 and 60,210 rides, respectively, accounting for 15.58% and 15.62% of the total rides. This observation suggests that there is consistent high demand during the morning rush hours, likely due to the commuting needs of users during office hours.



Suggestion:
To optimize service during the morning rush, Metrocar should focus on ensuring an adequate supply of drivers during the peak hours of 8 am and 9 am. Implementing driver incentives and bonuses during these hours can encourage more drivers to be available, ensuring a seamless and efficient ride experience for users. Additionally, utilizing predictive algorithms to anticipate demand surges during these hours can help optimize driver deployment and minimize user wait times.

Recommendation

Funnel Optimization: Improve drop-off points, enhance user experience, and focus on revenue-generating platforms for market fortification. Utilize surge pricing during peak demand and targeted marketing for diverse age groups to foster customer loyalty.

User Journey Enhancement: Augment user satisfaction and competitive edge by refining the user journey from app download to review submission. Address the 25% drop-off between app download and signup by making the signup process more appealing. Personalize the signup process to encourage user engagement.

Ride Request Improvement: Increase ride requests (70.40% from signup) by exploring incentives and promotional campaigns. Conduct surveys to understand ride cancellations and reduce wait times, bridging the gap between requested and accepted rides.

Accepted to Completed Rides: Implement data-driven strategies to address the drop-off between accepted and completed rides for revenue growth. Promptly address technical issues causing payment declined.

User Reviews and Feedback: Conduct a thorough analysis of user reviews to comprehend satisfaction levels and enhance service quality.

Marketing Budget Allocation:

- Reduce the web channel budget due to underperformance and prioritize iOS with a 55% allocation.
- Allocate 40% to Android for growth potential and 5% to the web.
- Consider reallocating the reduced web channel budget to Android for its broader user base.

Platform and Age Group Focus: Focus marketing efforts on the 25-34 and 35-44 age groups due to their significant presence. Implement a multi-user ride-share for users aged 25-44.

Unknown Category: Implement a mandatory age input requirement during app download for comprehensive data collection.

Funnel Analysis Improvement: Address the drop in the user funnel between the stage of ride accepted and completed, with only 6,233 user rides completed over 12,278 user ride acceptances. Address the drop in the ride funnel between the stage of the ride request to the ride accept stage, with only 248,379 rides accepted over 385,477 ride requests.

Multiple-User Ride-Share: Consider implementing surge pricing and a multiple-user ride-share option. Surge pricing can increase driver availability during peak hours. Introduce a ride-sharing option, as offered by competitors, to pick up more than one user during the same journey.

Platform Marketing: Allocate marketing resources proportionally across different platforms, emphasizing iOS due to its substantial user base and preference for mobile bookings.

Appendix

★ Click here for SQL query written for this report
★ Click here for SQL query written for tableau to make the report

★ Click below question for spreadsheet file created for tableau

1. Question 1 & Question 5(User Level)
2. Question 1 & Question 5(Ride Level)
3. Question 2(User Level)
4. Question 2(Ride Level)
5. Question 3(User Level)
6. Question 3(Ride Level)
7. Question 4

★ Click here for tableau link